

**27 MAR 1993**

For Six Month Period Ending \_\_\_\_\_

(Insert date)

Name of Registrant **Ruder Finn, Inc.**

Registration No. 1481

Business Address of Registrant

301 E. 57th Street  
New York, NY 10022

**I-REGISTRANT**

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

(1) Residence address	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(2) Citizenship	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(3) Occupation	Yes <input type="checkbox"/>	No <input type="checkbox"/>

(b) If an organization:

(1) Name	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(2) Ownership or control	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(3) Branch offices	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

2. Explain fully all changes, if any, indicated in item 1.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6-month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name

Position

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Date Connection  
Ended

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?  
 Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
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5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal?  
 Yes ☐ No ☐

If yes, identify each such person and describe his services.

Not Applicable

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
Heather Pace	Economist	12/8/92

7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes ☒ No ☐

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
Betsy Ennis	240 E. 76th St. New York, NY 10021	Vice President	4/1/92
Philippa Polskin	315 E. 65th St. New York, NY 10021	President, Ruder Finn Arts & Communications Counselors	12/30/92

## II—FOREIGN PRINCIPAL

(PAGE 3)

8. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date of Termination</i>
Sedgwick Group	9/30/92
Instituto Poligrafico	7/92
Austrian Trade Commission	5/31/92

9. Have you acquired any new foreign principal<sup>1</sup> during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish following information:

<i>Name and address of foreign principal</i>	<i>Date acquired</i>
Det Norske Veritas, P.O. Box 300, N-1322, Hovik, Norway	2/93
Kanematsu USA, 114 W. 47th St., New York, NY 10036	1/93
The International Olympic Committee, Chateau Vidy, 1007, Lausanne, Switzerland	8/7/92
Deutsch Foundation, Route Monts de Lavaux, 12 1092 Belmont-sur-Lausanne, Switzerland	7/92

~~SEE BELOW FOR ADDITIONAL FOREIGN PRINCIPALS~~

10. In addition to those named in Items 8 and 9, if any, list the foreign principals<sup>1</sup> whom you continued to represent during the 6 month reporting period.

ADERLY-Lyon; Asea Brown Boveri, Inc.; Boehringer Intelheim Zentrale; Hudson Soft; Italian Trade Commission

## III—ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

SEE ATTACHED

\* Continued NEW FOREIGN PRINCIPALS

Fondazione Umberto Severi, via Carlo Marx, 138 41012 Carpi (Modemi) Italy	12/30/92
Sandoz Pharmaceutical CH-4002 Basel, Switzerland	10/92
La Caixa Foundation, via Laietana 33, 08003 Barcelona, Spain	4/1/92

<sup>1</sup>The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>2</sup> as defined below?  
Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

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<sup>2</sup>The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

## IV—FINANCIAL INFORMATION

## 14. (a) RECEIPTS—MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>3</sup>

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
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SEE ATTACHED

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Total

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## (b) RECEIPTS—THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>4</sup> other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes ☐ No ☒

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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<sup>3</sup>A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).

<sup>4</sup>Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS—MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement?      Yes ☒      No ☐

(2) transmitted monies to any such foreign principal?      Yes ☐      No ☒

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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SEE ATTACHED

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Total

## 15. (b) DISBURSEMENTS—THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value<sup>5</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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## (c) DISBURSEMENTS—POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>5</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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## V—POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes ☐ No ☒

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

<sup>5</sup>Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda? Yes ☐ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

Not Applicable

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:

- ☐ Radio or TV broadcasts      ☐ Magazine or newspaper articles      ☐ Motion picture films      ☐ Letters or telegrams  
☐ Advertising campaigns      ☐ Press releases      ☐ Pamphlets or other publications      ☐ Lectures or speeches

☐ Other (specify) \_\_\_\_\_ Not Applicable

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:

- ☐ Public Officials      ☐ Newspapers      ☐ Libraries  
☐ Legislators      ☐ Editors      ☐ Educational institutions  
☐ Government agencies      ☐ Civic groups or associations      ☐ Nationality groups  
☐ Other (specify) \_\_\_\_\_

Not Applicable

21. What language was used in this political propaganda:

☐ English      ☐ Other (specify) \_\_\_\_\_

Not Applicable

22. Did you file with the Registration Section, U.S. Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☐

Not Applicable

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes ☐ No ☐

Not Applicable

24. Did you file with the Registration Section, U.S. Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act? Yes ☐ No ☐

Not Applicable

## VI—EXHIBITS AND ATTACHMENTS

### 25. EXHIBITS A AND B

- (a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

Exhibit A<sup>6</sup>      Yes ☒      No ☐  
 Exhibit B<sup>7</sup>      Yes ☒      No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☒ No ☐

If yes, have you filed an amendment to these exhibits? Yes ☒ No ☐

If no, please attach the required amendment.

<sup>6</sup>The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

<sup>7</sup>The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.



## 26. EXHIBIT C

If you have previously filed an Exhibit C<sup>8</sup>, state whether any changes therein have occurred during this 6 month reporting period. Yes ☐ No ☐

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

Not Applicable

## 27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement? Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) personal knowledge.

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

(Type or print name under each signature)

*Rosalind Safrin*  
Rosalind Safrin, Executive Vice President

Subscribed and sworn to before me at

*New York, New York*

this *27th* day of *April*, 19 *93*

PATRICIA L. MOGLIA  
Notary Public, State of New York  
No. 41-4848212  
Qualified in Queens County  
Commission Expires Feb. 17, 19*94*

*Patricia L. Moglia*  
(Signature of notary or other officer)

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<sup>8</sup>The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

UNITED STATES DEPARTMENT OF JUSTICE  
REGISTRATION UNIT  
CRIMINAL DIVISION  
WASHINGTON, D.C. 20530

**NOTICE**

Please answer the following questions and return this sheet in triplicate with your supplemental statement:

1. Is your answer to Item 16 of Section V (Political Propaganda - page 7 of Form CRM-154, formerly Form OBD-64-- Supplemental Statement):

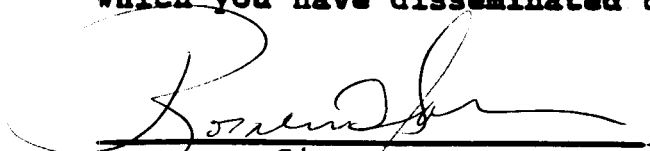
Yes \_\_\_\_\_ or No X

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

Yes Answers vary for each foreign principal or No \_\_\_\_\_

(If your answer to question 2 is "yes" please forward for our review copies of all such material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

  
Signature

4/27/93  
Date

Rosalind Safrin  
Please type or print name of signatory on the line above

Executive Vice President  
Title

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Question # 11  
Schedule #  
Page # 1

RUDER FINN, INC.  
Schedule of Publications on Behalf of  
Sandoz Pharma Ltd.  
For Six Month Period Ending March 27, 1993

<u>Description of Publications</u>	<u>By Whom Written, Edited or Prepared</u>	<u>By Whom Printed, Produced or Published</u>	<u>By Whom Distributed</u>
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None

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Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, Ruder Finn Incorporated was engaged in the following activities on behalf of Sandoz Pharma Ltd.:

1. General public relations counseling.

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RUDER FINN INCORPORATED  
Schedule of Publications on Behalf of  
ASEA BROWN BOVERI INC.  
For Six month period Ending September/March 27, 1993

<u>Description of Publications</u>	<u>By Whom Written, Edited or Prepared</u>	<u>By Whom Printed, Produced or Published</u>	<u>By Whom Distributed</u>
Releases:			
1. As I See It article	Anne Glauber	Industry Week	Anne Glauber

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, RuderFinn was engaged in the following activities on behalf of Asea Brown Boveri Inc.:

1. Planning for press briefing on low NOx technology.
2. Development of brochure to distribute to congress.
3. General counseling on public relations.
4. Development of educational trade press kit.

RUDER FINN, INC.

AMOUNTS RECEIVED FROM ADERLY LYON

FOR THE SIX MONTH PERIOD ENDED 03/27/93

DATE FUNDS RECEIVED	NAME OF FOREIGN PRINCIPAL FROM WHOM RECEIVED	PURPOSE	AMOUNT
11/05/92	ADERLY LYON	FEE	5,625.00
12/04/92	ADERLY LYON	FEE	5,625.00
12/04/92	ADERLY LYON	FEE	5,625.00
12/04/92	ADERLY LYON	EXPENSES	5,339.66
12/04/92	ADERLY LYON	EXPENSES	3,544.50
01/22/93	ADERLY LYON	EXPENSES	2,783.35
	TOTAL FUNDS RECEIVED		28,542.51

RUDER FINN, INC.

AMOUNTS RECEIVED FROM ASEA BROWN BOVERI

FOR THE SIX MONTH PERIOD ENDED 03/27/93

DATE FUNDS RECEIVED	NAME OF FOREIGN PRINCIPAL FROM WHOM RECEIVED	PURPOSE	AMOUNT
09/28/92	ASEA BROWN BOVERI	FEE	4,000.00
11/10/92	ASEA BROWN BOVERI	EXPENSES	14,500.00
11/10/92	ASEA BROWN BOVERI	EXPENSES	2,201.53
11/10/92	ASEA BROWN BOVERI	EXPENSES	8,887.49
11/10/92	ASEA BROWN BOVERI	FEE	6,000.00
11/23/92	ASEA BROWN BOVERI	EXPENSES	2,280.00
11/23/92	ASEA BROWN BOVERI	EXPENSES	1,251.53
01/04/93	ASEA BROWN BOVERI	EXPENSES	1,842.09
01/19/93	ASEA BROWN BOVERI	EXPENSES	14,615.92
02/16/93	ASEA BROWN BOVERI	EXPENSES	1,193.51
			-----
	TOTAL FUNDS RECEIVED		56,772.07
			=====



RUDER FINN, INC.

AMOUNTS RECEIVED FROM AUSTRIAN TRADE COMMISSION

FOR THE SIX MONTH PERIOD ENDED 03/27/93

DATE FUNDS RECEIVED	NAME OF FOREIGN PRINCIPAL FROM WHOM RECEIVED	PURPOSE	AMOUNT
10/23/92	AUSTRIAN TRADE COMMISSION	FEE	5,000.00
10/23/92	AUSTRIAN TRADE COMMISSION	EXPENSES	870.00
	TOTAL FUNDS RECEIVED		5,870.00

RUDER FINN, INC.

AMOUNTS RECEIVED FROM BOEHRINGER INGELHEIM ZENTRALE

FOR THE SIX MONTH PERIOD ENDED 03/27/93

DATE FUNDS RECEIVED	NAME OF FOREIGN PRINCIPAL FROM WHOM RECEIVED	PURPOSE	AMOUNT
11/10/92	BOEHRINGER INGELHEIM ZENTRALE	EXPENSES	3,971.59
11/24/92	BOEHRINGER INGELHEIM ZENTRALE	FEE	18,985.00
12/01/92	BOEHRINGER INGELHEIM ZENTRALE	FEE	5,985.00
01/25/93	BOEHRINGER INGELHEIM ZENTRALE	EXPENSES	1,186.30
02/17/93	BOEHRINGER INGELHEIM ZENTRALE	EXPENSES	1,383.89
03/03/93	BOEHRINGER INGELHEIM ZENTRALE	EXPENSES	185.46
	TOTAL FUNDS RECEIVED		31,697.24

RUDER FINN, INC.

AMOUNTS RECEIVED FROM CARTIERE MILIANI FABRIANO SPA (ISTITUTO POLIGRAFICO)

FOR THE SIX MONTH PERIOD ENDED 03/27/93

DATE FUNDS RECEIVED	NAME OF FOREIGN PRINCIPAL FROM WHOM RECEIVED	PURPOSE	AMOUNT
03/12/93	CARTIERE MILIANI FABRIANO SPA	EXPENSES	3,130.43
03/12/93	CARTIERE MILIANI FABRIANO SPA	EXPENSES	320.57
	TOTAL FUNDS RECEIVED		3,451.00

RUDER FINN, INC.

AMOUNTS RECEIVED FROM HUDSON SOFT

FOR THE SIX MONTH PERIOD ENDED 03/27/93

DATE FUNDS RECEIVED	NAME OF FOREIGN PRINCIPAL FROM WHOM RECEIVED	PURPOSE	AMOUNT
11/17/92	HUDSON SOFT	FEE	2,700.00
11/17/92	HUDSON SOFT	FEE	2,700.00
11/17/92	HUDSON SOFT	FEE	2,690.00
02/11/93	HUDSON SOFT	FEE	2,700.00
02/11/93	HUDSON SOFT	FEE	2,690.00
			-----
	TOTAL FUNDS RECEIVED		13,480.00
			*****

RUDER FINN, INC.

AMOUNTS RECEIVED FROM ITALIAN TRADE COMMISSION

FOR THE SIX MONTH PERIOD ENDED 03/27/93

DATE FUNDS RECEIVED	NAME OF FOREIGN PRINCIPAL FROM WHOM RECEIVED	PURPOSE	AMOUNT
10/20/92	ITALIAN TRADE COMMISSION	EXPENSES	984.77
10/20/92	ITALIAN TRADE COMMISSION	EXPENSES	3,099.42
10/20/92	ITALIAN TRADE COMMISSION	EXPENSES	994.34
10/20/92	ITALIAN TRADE COMMISSION	EXPENSES	763.99
12/08/92	ITALIAN TRADE COMMISSION	EXPENSES	6,604.71
12/08/92	ITALIAN TRADE COMMISSION	EXPENSES	174.68
12/08/92	ITALIAN TRADE COMMISSION	EXPENSES	6,806.00
12/08/92	ITALIAN TRADE COMMISSION	EXPENSES	13,284.10
12/09/92	ITALIAN TRADE COMMISSION	EXPENSES	14,080.91
12/17/92	ITALIAN TRADE COMMISSION	EXPENSES	1,092.56
12/17/92	ITALIAN TRADE COMMISSION	EXPENSES	2,206.43
12/17/92	ITALIAN TRADE COMMISSION	EXPENSES	154.56
12/17/92	ITALIAN TRADE COMMISSION	EXPENSES	194.82
01/14/93	ITALIAN TRADE COMMISSION	EXPENSES	9,809.14
01/14/93	ITALIAN TRADE COMMISSION	EXPENSES	13,687.39
01/14/93	ITALIAN TRADE COMMISSION	EXPENSES	5,399.31
01/14/93	ITALIAN TRADE COMMISSION	EXPENSES	7,193.06
01/14/93	ITALIAN TRADE COMMISSION	EXPENSES	150.02
01/14/93	ITALIAN TRADE COMMISSION	EXPENSES	9,086.77
02/17/93	ITALIAN TRADE COMMISSION	EXPENSES	823.45
02/17/93	ITALIAN TRADE COMMISSION	EXPENSES	885.35
02/17/93	ITALIAN TRADE COMMISSION	EXPENSES	1,657.32
02/17/93	ITALIAN TRADE COMMISSION	EXPENSES	1,389.87
02/17/93	ITALIAN TRADE COMMISSION	EXPENSES	472.89
	TOTAL FUNDS RECEIVED		100,995.86

RUDER FINN, INC.

AMOUNTS RECEIVED FROM SEDGWICK GROUP PLC.

FOR THE SIX MONTH PERIOD ENDED 03/27/93

DATE FUNDS RECEIVED	NAME OF FOREIGN PRINCIPAL FROM WHOM RECEIVED	PURPOSE	AMOUNT
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10/20/92	SEGWICK GROUP PLC	EXPENSES	350.53
11/02/92	SEGWICK GROUP PLC	EXPENSES	450.00
01/22/93	SEGWICK GROUP PLC	FEE	3,200.00
			-----
	TOTAL FUNDS RECEIVED		4,000.53
			*****

RUDER FINN, INC.  
 SCHEDULE OF EXPENSES FOR ADERLY LYON - USA  
 FOR THE SIX MONTH PERIOD ENDING 3/27/93

DATE	VENDOR	DESCRIPTION OF WORK DONE	AMOUNT
VARIOUS	RUDER FINN - PRP	PRINTING & PRODUCTION	\$1,568.84
VARIOUS	N.Y. TELEPHONE	TELEPHONE	\$2,810.59
VARIOUS	N.Y. FACSIMILE	TELECOPIER CHARGES	622.90
VARIOUS	CHOICE COURIER	MESSENGER	435.09
VARIOUS	POSTMASTER	POSTAGE	216.21
VARIOUS	FEDERAL EXPRESS CORP.	EXPRESS SHIPMENTS	70.00
VARIOUS	PRO-LAB PHOTOGRAPHIC SERV	PHOTOGRAPHY	45.33
VARIOUS	RUDER FINN PHOTOCOPY	PHOTOCOPIES	1,116.94
VARIOUS	AIRBORNE SHIPMENT	EXPRESS SHIPMENT	550.25
VARIOUS	JOSEPH GLASS	TRAVEL RELATED	2,450.90
VARIOUS	FRANK WALTON	TRAVEL RELATED	288.56
VARIOUS	RF DESIGN SERVICES	DESIGN SERVICES	3,531.74
VARIOUS	CHRISTIAN SCIENCE PUBLIS	SPECIAL MATERIALS	35.00
VARIOUS	RUDER FINN	PETTY CASH	514.32
VARIOUS	JACKIE WILSON	TRAVEL RELATED	14.00
VARIOUS	MARK LV FRAMES LTD	DESIGN SERVICES	101.26
VARIOUS	RF WORD PROCESSING	WORD PROCESSING	245.25
VARIOUS	SKYLINE CREDIT SERV	LOCAL TRANSPORTATION	188.50
VARIOUS	SPEED GRAPHICS	PHOTOGRAPHY	183.99
VARIOUS	DANIEL ROOT	PHOTOGRAPHY	269.40
			.....
			\$15,259.07

RUDER FINN, INC.  
Schedule of expenses for ASEA BROWN BOVERI  
FOR THE SIX MONTH PERIOD ENDING 3/27/93

DATE	VENDOR	DESCRIPTION OF WORK DONE	AMOUNT
VARIOUS	RUDER FINN - PRP	PRINTING & PRODUCTION	\$235.31
VARIOUS	N.Y. TELEPHONE	TELECOMMUNICATION	4,833.08
VARIOUS	N.Y. TELECOPIER	TELECOMMUNICATION	1,346.74
VARIOUS	DAYS TRAVEL	TRAVEL RELATED EXPENSE	3,049.00
VARIOUS	CHOICE COURIER	MESSENGER	99.75
VARIOUS	POSTMASTER	POSTAGE	312.65
VARIOUS	FEDERAL EXPRESS CORP.	EXPRESS SHIPMENTS	294.25
VARIOUS	MEAD DATA CENTRAL	MISCELLANEOUS EXPENSE	2,381.24
VARIOUS	NY PHOTOCOPY	PHOTOCOPIES	1,511.86
VARIOUS	TWR EXPRESS, INC.	TRANSPORTATION	35.00
VARIOUS	ELLIOTT SLOANE	PRESS EXPENSE	20.00
VARIOUS	AIRBORNE EXPRESS	EXPRESS SHIPMENTS	501.45
VARIOUS	SERFINA ESPIE	TRAVEL/MISC. EXPENSES	141.34
VARIOUS	PETER COLLINS	TRAVEL/MISC. EXPENSES	82.00
VARIOUS	KATHY BLOOMGARDEN	TRAVEL/MISC. EXPENSES	252.80
VARIOUS	RUDER FINN PETTY CASH	NEWSPAPER/PERIODICALS	20.00
VARIOUS	BLUE BIRD TAXI SERVICE	LOCAL TRANSPORTION	54.75
VARIOUS	FRANK WALTON	TRAVEL/MISC. EXPENSES	28.65
VARIOUS	ELLIOT SLOANE	TRAVEL/MISC. EXPENSES	4.00
VARIOUS	WASHINGTON	PHOTOCOPIES	9.60
VARIOUS	RF DESIGN	DESIGN SERVICES	29,073.72
VARIOUS	ARCHER SERVICES	MESSENGER	6.75
VARIOUS	SKYLINE CREDIT RIDE	LOCAL TRANSPORTATION	224.50
VARIOUS	ANN GLAUBER	TRAVEL/MISC. EXPENSES	831.06
VARIOUS	RUDER FINN	PETTY CASH	25.00
VARIOUS	DAYS' TRAVEL AGENCY	TRAVEL RELATED EXPENSES	6,194.23
VARIOUS	CHRIS MCDERMOTT	TRAVEL/MISC. EXPENSES	1,374.63
VARIOUS			
			=====
			\$52,943.36



RUDER FINN, INC.  
Schedule of expenses for BOEHRINGER INGELHEIM  
FOR THE SIX MONTH PERIOD ENDING 3/27/93

DATE	VENDOR	DESCRIPTION OF WORK DONE	AMOUNT
VARIOUS	N.Y. TELEPHONE	TELECOMMUNICATION	1,381.58
VARIOUS	N.Y. FAX	TELECOPIER CHARGES	376.00
VARIOUS	POSTMASTER	POSTAGE	270.90
VARIOUS	FEDERAL EXPRESS CORP.	EXPRESS SHIPMENTS	31.50
VARIOUS	K & L CUSTOM PHOTO	PHOTOGRAPHY	314.84
VARIOUS	NY PHOTOCOPY	PHOTOCOPIES	987.13
VARIOUS	OFFICE SUPPLIES NY	MISCELLANEOUS	1.95
VARIOUS	ERIKA KAPLAN	TRAVEL/MISC. EXPENSES	413.46
VARIOUS	AIRBORNE EXPRESS	EXPRESS SHIPMENTS	27.00
VARIOUS	TWR EXPRESS, INC.	LOCAL TRANSPORTION	50.00
VARIOUS	RF DESIGN	DESIGN SERVICES	649.50
VARIOUS	SKYLINE CREDIT RIDE	LOCAL TRANSPORTATION	37.50
VARIOUS	RUDER FINN	PETTY CASH	56.69
VARIOUS	DAYS' TRAVEL AGENCY	TRAVEL RELATED EXPENSES	2,595.00
			=====
			\$7,193.05

RUDER FINN, INC.  
Schedule of expenses for AUSTRIAN TRADE COMMISSION  
FOR THE SIX MONTH PERIOD ENDING 3/27/93

DATE	VENDOR	DESCRIPTION OF WORK DONE	AMOUNT
VARIOUS	N.Y. TELEPHONE	TELECOMMUNICATION	829.46
VARIOUS	N.Y. FAX	TELECOPIER	277.75
VARIOUS	CHOICE COURIER	MESSENGER	14.25
VARIOUS	POSTMASTER	POSTAGE	84.09
VARIOUS	RUDER FINN	WORD PROCESSING	224.70
VARIOUS	NY PHOTOCOPY	PHOTOCOPIES	187.00
VARIOUS	CARYN CARTER	EXPENSE REPORT	739.47
VARIOUS	AIRBORNE EXPRESS	EXPRESS SHIPMENTS	149.25
VARIOUS	CAROLINE LANGER	EXPENSE REPORT	110.35

=====  
\$2,616.32

RUDER FINN, INC.  
Schedule of expenses for CARTIERE MILIANI FABRIANO S.P. (ISTITUTO POLIGRAFICO)  
FOR THE SIX MONTH PERIOD ENDING 3/27/93

DATE	VENDOR	DESCRIPTION OF WORK DONE	AMOUNT
VARIOUS	FEDERAL EXPRESS CORP.	EXPRESS SHIPMENTS	27.00
VARIOUS	LUCE CLIPPING SERVICE	PRESS CLIPPING SERV	235.99
VARIOUS	CARYN CARTER	EXPENSE REPORT	21.25
VARIOUS	JACKIE WILSON	EXPENSE REPORT	21.00
			=====
			\$305.24

RUDER FINN, INC.  
Schedule of expenses for COMITE INTERNATIONAL OLMPIQUE  
FOR THE SIX MONTH PERIOD ENDING 3/27/93

DATE	VENDOR	DESCRIPTION OF WORK DONE	AMOUNT
VARIOUS	RUDER FINN - PRP	PRINTING & PRODUCTION	\$6,176.28
VARIOUS	N.Y. TELEPHONE	TELECOMMUNICATION	7,724.31
VARIOUS	N.Y. FAX	TELECOPIER CHARGES	1,469.45
VARIOUS	CHOICE COURIER	MESSENGER	95.45
VARIOUS	POSTMASTER	POSTAGE	20.04
VARIOUS	FEDERAL EXPRESS CORP.	EXPRESS SHIPMENTS	84.25
VARIOUS	UNITED PARCEL SERVICE	SPECIAL MAILING	206.80
VARIOUS	NY PHOTOCOPY	PHOTOCOPIES	713.11
VARIOUS	PRO-LAB PHOTOGRAPHIC SERV	PHOTOGRAPHY	6,163.54
VARIOUS	BETSY ENNIS	TRAVEL/MISC. EXPENSES	1,237.26
VARIOUS	AIRBORNE EXPRESS	EXPRESS SHIPMENTS	257.92
VARIOUS	PHILIPPA POLSKIN	TRAVEL/MISC. EXPENSES	3,194.21
VARIOUS	CAROLINE GOLDSMITH	TRAVEL/MISC. EXPENSES	1,156.27
VARIOUS	RF DESIGN	DESIGN SERVICES	26,321.49
VARIOUS	RENNERT BILINGUAL TRANS.	MISCELLANEOUS	572.00
VARIOUS	RUDER FINN	PETTY CASH	30.00
VARIOUS	DAYS' TRAVEL AGENCY	TRAVEL RELATED EXPENSES	509.00
VARIOUS	RUDER FINN	MISCELLANEOUS	12,000.00
VARIOUS	RUDER FINN	WORD PROCESSING RF	1,230.05
		=====	
			\$69,161.43

RUDER FINN, INC.  
Schedule of expenses for ITALIAN TRADE COMMISSION  
FOR THE SIX MONTH PERIOD ENDING 3/27/93

DATE	VENDOR	DESCRIPTION OF WORK DONE	AMOUNT
VARIOUS	AGENZIA ITALIA TRAVEL	TRAVEL RELATED EXPENSE	\$11,669.14
VARIOUS	ANTONIO'S	SPECIAL EVENTS	6,317.27
VARIOUS	CHOICE COURIER	MESSENGER	57.00
VARIOUS	POSTMASTER	POSTAGE	965.58
VARIOUS	RF PRP	PRINTING & PRODUCTION	2,483.60
VARIOUS	NY PHOTOCOPY	PHOTOCOPIES	1,091.10
VARIOUS	IVS MEDIA INCORPORATED	AUDIO VISUAL SERVICES	174.68
VARIOUS	UNITED PARCEL SERVICES	SPECIAL MAILING	195.25
VARIOUS	AIRBORNE EXPRESS	EXPRESS SHIPMENTS	386.81
VARIOUS	OMNI HOTEL CHARLESTON	SPECIAL EVENTS	4,639.66
VARIOUS	COUNTRY CLUB HEATHROW	SPECIAL EVENTS	1,000.00
VARIOUS	BONAVENTURE RESORT & SPA	SPECIAL EVENTS	11,510.57
VARIOUS	ALBANY MARROIT	SPECIAL EVENTS	5,179.01
VARIOUS	WILLIAM R. ST.JOHN	MISCELLANEOUS	900.00
VARIOUS	WESTIN SOUTH COAST PLAZA	SPECIAL EVENTS	4,767.14
VARIOUS	RUDER FINN	MISCELLANEOUS	11,510.63
VARIOUS	SHARRON MCCARTHY	SPECIAL EVENTS	1,600.00
VARIOUS	HOTEL INTER CONTINENTAL	SPECIAL EVENTS	7,303.74
VARIOUS	DEE STONE	SPECIAL EVENTS	1,400.00
VARIOUS	FOUR SEASONS OLYMPIC	SPECIAL EVENTS	13,710.37
VARIOUS	AMERICAN EXPRESS	SPECIAL EVENTS	5,399.31
VARIOUS	GREG ST.CLAIR	SPECIAL EVENTS	1,600.00
VARIOUS	RONN WEIGAND	SPECIAL EVENTS	1,200.00
			=====
			\$95,060.86

RUDER FINN, INC.  
Schedule of expenses for LA CAIXA FOUNDATION  
FOR THE SIX MONTH PERIOD ENDING 3/27/93

DATE	VENDOR	DESCRIPTION OF WORK DONE	AMOUNT
VARIOUS	L.A. TELEPHONE	TELECOMMUNICATION	\$8.71
VARIOUS	N.Y. TELEPHONE	TELECOMMUNICATION	2,636.03
VARIOUS	N.Y. FAX	TELECOPIER CHARGES	310.75
VARIOUS	CHOICE COURIER	MESSENGER	95.45
VARIOUS	POSTMASTER	POSTAGE	154.37
VARIOUS	FEDERAL EXPRESS CORP.	EXPRESS SHIPMENTS	67.70
VARIOUS	TABLE CLASSICS CATERERS	MISCELLANEOUS	3,130.17
VARIOUS	NY PHOTOCOPY	PHOTOCOPIES	1,760.96
VARIOUS	RF PRP	PRINTING & PRODUCTION	157.89
VARIOUS	BETSY ENNIS	TRAVEL/MISC. EXPENSES	442.04
VARIOUS	AIRBORNE EXPRESS	EXPRESS SHIPMENTS	48.50
VARIOUS	PHILIPPA POLSKIN	TRAVEL/MISC. EXPENSES	360.00
VARIOUS	CAROLINE GOLDSMITH	TRAVEL/MISC. EXPENSES	12.50
VARIOUS	PAT SNYDER	TRAVEL/MISC. EXPENSES	361.53
VARIOUS	TWR EXPRESS, INC.	LOCAL TRANSPORTION	329.50
VARIOUS	THE SPANISH INSTITUTE	SPECIAL EVENTS	3,000.00
VARIOUS	RUDER FINN	PETTY CASH	41.45
VARIOUS	RUDER FINN	MISCELLANEOUS	2,468.35
		=====	
			\$15,385.90

RUDER FINN, INC.  
Schedule of expenses for SEDGWICK GROUP PLC.  
FOR THE SIX MONTH PERIOD ENDING 3/27/93

DATE	VENDOR	DESCRIPTION OF WORK DONE	AMOUNT
VARIOUS	N.Y. TELEPHONE	TELECOMMUNICATION	307.37
VARIOUS	N.Y. FAX	TELECOPIER CHARGES	88.00
VARIOUS	POSTMASTER	POSTAGE	50.99
VARIOUS	VICKERS STOCK RESEARCH	MISCELLANEOUS	62.48
VARIOUS	NY PHOTOCOPY	PHOTOCOPIES	42.22
VARIOUS	DOW JONES NEWS SERVICE	MISCELLANEOUS	129.02
VARIOUS	RUDER FINN	WORD PROCESSING RF	120.45
			=====
			\$800.53

Question # 11  
Schedule #  
Page # 1

RUDER FINN, INC.  
Schedule of Publications on Behalf of  
Boehringer Ingelheim GmbH  
For Six Month Period Ending March 27, 1993

<u>Description of Publications</u>	<u>By Whom Written, Edited or Prepared</u>	<u>By Whom Printed, Produced or Published</u>	<u>By Whom Distributed</u>
Articles for publication in <u>Lung &amp; Respiration</u>	Erica Kaplan Roselyn Hirsch	pml Verlag GmbH Frankfurt, Germany	pml Verlag GmbH Frankfurt, Germany
Inhaled corticosteroids may help COPD patients in the long run			
Long-term ipratropium bromide therapy shows benefit in COPD			



Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, Ruder Finn Incorporated was engaged in the following activities on behalf of Boehringer Ingelheim GmbH:

1. General public relations counseling.

RUDER-FINN INCORPORATED  
Schedule of Publications on Behalf of  
Hudson Soft  
For Six month period Ending September/March 27, 1993

<u>Description of Publications</u>	<u>By Whom Written, Edited or Prepared</u>	<u>By Whom Printed, Produced or Published</u>	<u>By Whom Distributed</u>
Releases:			
none			

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, RuderFinn was engaged in the following activities on behalf of Hudson Soft:

1. Producing a monthly report monitoring U.S. media re: video game stories. (For company use.)

RUDER FINN INCORPORATED  
Schedule of Publications on Behalf of  
Italian Trade Commission  
For Six month period Ending March 27, 1993

Question #11  
Schedule #  
Page #1

<u>Description of Publications</u>	<u>By Whom Written, Edited or Prepared</u>	<u>By Whom Printed, Produced or Published</u>	<u>By Whom Distributed</u>
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Releases:

1. Invitation	ICE	ICE	RF
2. Wine List	ICE	ICE	RF
3. Press Kit	RF	RF	RF
4.			
5.			
6.			
7.			
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CRIMINAL DIVISION  
03 MAY - 3 PM 3:51  
INTERNAL SECURITY  
SECTION  
REGISTRATION UNIT

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, RuderFinn was engaged in the following activities on behalf of (name of client):

1. Organized a series of wine seminars & tasting in 18 US cities
2. Arranged for speakers to conduct seminars
3. Arranged for wine to be provided by importers
4. Media follow-up
5. Developed press kit materials for the events
6. Developed mailing list for sending invitations
7. Provided on-site support at events

8.

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Question #11  
Schedule #  
Page #2

RUDER FINN INCORPORATED  
Schedule of Publications on Behalf of  
ADERLY-LYON  
For Six month period Ending September/March 27, 1993

<u>Description of Publications</u>	<u>By Whom Written, Edited or Prepared</u>	<u>By Whom Printed, Produced or Published</u>	<u>By Whom Distributed</u>
Releases:			
1. Media Kit	Franklin J. Walton Joseph E. Glass, Jr.	Ruder Finn, Inc. Public Relations Production	RuderFinn, Inc.
2. Lyon Update Newsletter	Franklin J. Walton Joseph E. Glass, Jr.	RuderFinn, Inc.	RuderFinn, Inc.

U.S. DEPT. OF JUSTICE  
FEDERAL BUREAU OF INVESTIGATION  
COMMUNICATIONS SECTION  
OCT 17 - 8 PM 3:40

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, RuderFinn was engaged in the following activities on behalf of Aderly-Lyon:

1. RuderFinn executives visited Lyon and Paris; met with correspondents of U.S. publications residing in France and covering French industry for U.S. publications.
2. RuderFinn executives researched, wrote, and distributed Lyon Update, 1992, No. 3 and Lyon Update, 1993, No. 1.
3. RuderFinn executives contacted 15-20 U.S. based journalists by telephone, encouraging their interest in writing stories about industry in Lyon.
4. RuderFinn executives updated and rewrote the Lyon Media Kit. This kit was then distributed to about 400 journalists.

74  
JUL 10 1993  
FEDERAL BUREAU OF INVESTIGATION  
U.S. DEPARTMENT OF JUSTICE  
SECURITY  
DIVISION  
COMMUNICATIONS UNIT



# LYONUPDATE

Produced by ADERLY (Economic Development Agency for the Region of Lyon, France)

1993, No. 1

## LETTER FROM ADERLY

*This first issue of Lyon Update in 1993 provides glimpses into the many ways in which Lyon continues as a world-class transportation, distribution, and logistics center.*

*Several articles illustrate the sophisticated rail, auto, air, and water infrastructure that serves the companies and citizens of this critical crossroads of Europe. Blessed with an ideal location to benefit from international trade, Lyon repeatedly rises to the challenge of providing the best transportation and distribution services.*

*This issue also profiles several examples of how Lyon meets the needs of international companies and commerce. We take a detailed look at IKEA's distribution center, note Ford's new announcement regarding Lyon, and take a future glance at the development of the Cité Internationale de Lyon -- as well as provide an update on Lyon's candidacy for siting the European Central Bank. 1993 is an important year for Lyon -- the City is at the heart of European issues and development in many ways.*

*We at ADERLY hope your international business or travel takes you through the crossroads of Lyon soon.*

*Jacqueline Wilson*

Jacqueline K. Wilson, Ph.D.  
Director, ADERLY USA

## LYON: INTERSECTION OF TODAY AND THE FUTURE

### A great crossroads of Europe

Lyon, like Paris to the north, derives its historic and contemporary significance from its unique geography. Each of these top two urban regions in France lies at the crossroads of critical geographical, social, commercial, and political movements. Lyon, at the center of the Rhone corridor, is literally at one of the most important crossroads of contemporary Europe.

The European cross-border southern passage, spanning Barcelona to Milan, runs directly through Lyon, as does one of the busiest north-south rail, road, and water corridors -- from

the English Channel, down the Rhône valley, directly through Lyon, to the Mediterranean.

As these east-west and north-south corridors intersect at Lyon, it is no wonder that the City maintains its 2,000-year-old role in trade and commerce. Nor is it surprising that Lyon faces some of the most demanding transportation infrastructure challenges in the world.

It is no coincidence that the Paris-to-Lyon link was the first to be developed for Europe's super-fast train, the Train à Grande Vitesse. Nor is it happenstance that Lyon-Satolas airport has more room for expansion than any other major gateway in Europe and will be linked by another fast train route to northern Europe early in 1993. *Continues on page 7*

Lyon has been one of the most important crossroads of Europe for 2,000 years.



PHOTO: MONIQUE BESSAC



## **IKEA LYON FITS GLOBAL COMPANY'S STRATEGIC PLAN**

The Swedish based multinational consumer goods company, IKEA, opened its southern European distribution center in 1992 at L'Isle d'Abeau just east of Lyon.

The 135,000 square foot distribution center was built to serve 18 IKEA stores in France, Switzerland, Italy, Austria, and Spain, and joined IKEA's two other European distribution centers -- in the U.K. and Germany -- to complete the company's long-range plan for efficient service to consumers throughout Europe. The facility has expansion potential of up to 225,000 square feet and uses both truck and rail service, including a purpose-built rail line from the L'Isle d'Abeau station. The buildings are highly efficient and technically sophisticated both for materials handling and energy use.

The success of IKEA has rested on its reliability in providing classic Scandinavian-design home furnishings at affordable costs and with quick delivery and good customer service. Yet IKEA products are manufactured in 53 countries all over the world. The role of distribution is, therefore, critical to the company's success. When you buy a product from IKEA you should not know from which of the 53 countries it came.

Lyon's Satolas International Airport volume if freight handled grew by 23% in 1992.

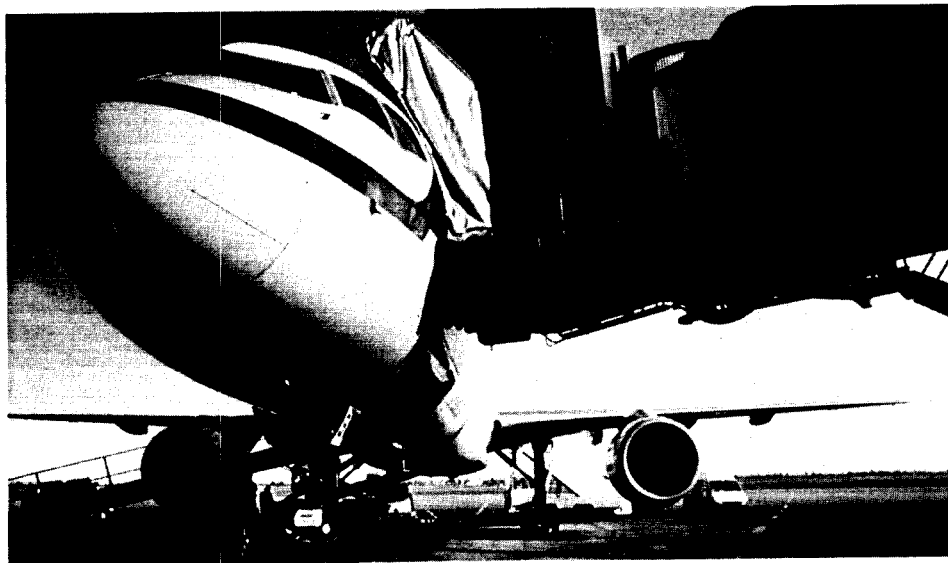


PHOTO: MONIQUE BESSAC

Inbound product to the IKEA facility at l'Isle d'Abeau is shipped about 45% by truck, 40% by rail, and 15% by container (combination rail/truck). Outgoing product to the stores is shipped about 80% by truck, 10% by rail, and 10% combination. ♦

## **LYON-SATOLAS INTERNATIONAL AIRPORT**

### **Playing a Key Distribution Role**

Lyon-Satolas International Airport is one of the most promising air gateways to Europe and plays a critical part in Lyon's role as a European distribution center. Between September '91 and '92, freight volume at Lyon-Satolas increased by 23% (up 16% for international freight and up 35% for French freight).

In 1989, the airport initiated 23 different construction sites at a cost of over \$US 30 million, overall the biggest construction project underway in the Region.

Among the construction sites is a significant extension to the freight handling area. Construction begun in 1990 was completed for an eastern freight area and customs and freight forwarding facilities in 1991. In 1993 a western freight area will also be completed. Overall, about 12,000 square feet of office and surface

storage area will be added to the existing 30,000 square feet of warehousing and freight-handling space. Three additional privately-funded projects, for a total of 35,000 square feet will come into service by 1993.

The airport is today well along the way to reaching its 1995 goal: to be a world-class multimodal terminal for passengers and freight combining air service, the TGV high speed train, highways, and state-of-the-art telecommunications. ♦

## **French Fabrics Preview in NYC**

### **Contemporary Chapter in 500-Year Textile Industry History of the Rhône-Alpes Region**

An exhibition of new products from twelve of the most prestigious French textile mills was on show to the fashion trade at the Macklowe Hotel in New York, November 18 - 20, 1992. This second annual exhibit, Jardins d'Elégance, presented the companies' fall/winter '93 collections and was well attended and extensively covered by *Women's Wear Daily*, the leading U.S. fashion news publication.

Among the twelve exhibiting mills were four Lyonnais companies: Beaux Valette, Brochier Soieries, Bucol, and Soieries Chambutaires.

The Rhône-Alpes region surrounding Lyon is home to 650 textile companies employing 20% of the local work force and exporting 42% of its total sales. The region has been at the heart of the French textile industry since the 15th Century and today remains a leader in high fashion as well as state-of-the-art technical usage textiles for aeronautics, architecture, and medicine.

Sponsors of the '92 Jardins d'Elégance were DEFI (the French Fashion and Textile Institute), ADERLY (the Economic Development Agency for Lyon), and ERAI (the economic development agency for the Rhône-Alpes Region). ♦

## L'ISLE D'ABEAU

### Lyon's neighbor and the wide open spaces

L'Isle d'Abeau is a new town about 20 miles east of center-city Lyon and a ten-minute drive east of Lyon-Satolas airport. It was created to foster economic development while ensuring that urban congestion is not increased.

The new town is home to over 200 companies and to over 30,000 residents in five historic villages and in 8,500 new housing units. From the beginning, planners of L'Isle d'Abeau intended to achieve a balance in residential and industrial development.

Because of its location, it is especially suited to serving southern European markets for industrial and consumer products, and today about 15% of the jobs in L'Isle d'Abeau are in the distribution sector. It has its own train station, with several local feeder lines specifically built to serve the freight needs of companies, and it lies within a few minutes from the main north-south auto route, making truck-train combination distribution easy.

About 60% of freight coming into L'Isle d'Abeau is by rail, with the remainder by truck; the outgoing freight essentially reverses those proportions.

The success of L'Isle d'Abeau results from the many ways in which its managers have capitalized on the natural advantages of its site. The location of L'Isle d'Abeau is comparable in advantage to that of the city of Lyon itself, but it has the additional advantage of open space ready for development.

While equipment and labor prices across much of western Europe do not vary much, the costs of real estate -- of space -- do. And the Rhône valley directly east of Lyon offers many of the advantages of the City with the additional benefit of economical space, both in developed buildings and open land. Companies considering an investment at L'Isle d'Abeau have reported that space is 50% cheaper than at other comparably served and similarly accessible industrial areas in Europe. ♦

US-based multinational companies with activities at L'Isle d'Abeau include:

Aeroquip  
Air Products  
Ancra International Sarl  
Federal Express  
Hewlett Packard  
Monsanto  
Sigma Chemicals  
Tylan General  
Whirlpool

## CITÉ INTERNATIONALE DE LYON

### Phase I Development Underway for Lyon's "International City" Development Project

Just north of the city center of Lyon on the east bank of the Rhône, construction began in fall 1992 at the Cité Internationale de Lyon -- a project bringing together a new convention center, hotel, contemporary art museum, corporate offices, and residential apartments.

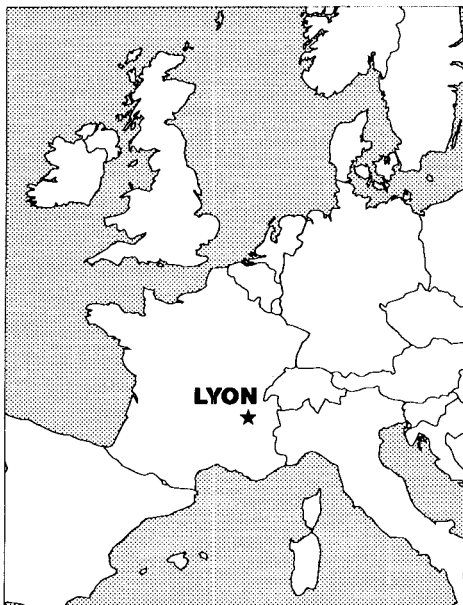
The Cité Internationale is yet another example of Lyon's energetic response to the needs growing out of its status as one of the increasingly important international commercial cities of Europe.

At the same time the Cité Internationale shows Lyon's responsiveness to the historical, environmental, and aesthetic concerns which have always made Lyon so attractive as a place to live in and visit over the centuries.

On a crescent-shaped area lying between the Rhône and the Parc d'Or -- Lyon's famous park and botanical gardens -- and just north of the headquarters of the international law enforcement agency, Interpol, the Cité Internationale is being developed by Sari-Seeri Compagnie, one of France's leading developers.

The architect is Renzo Piano, internationally renowned for his many projects, ranging from the Genoa harbor to the Pompidou Center -- "the Beaubourg" -- in Paris and to the Kansai airport in Japan, the world's largest terminal. Every effort, with

## RECENT NEWS



### New Ford Training Center to Lyon

Ford France announced that it will open a new training center at L'Isle d'Abeau for after-sale service technicians. The new center will complement Ford's existing training facilities in Nanterre and Bordeaux. To open summer '93, the new center in Lyon will train 1,200 technicians per year.

### Expanded Transport and Freight Handling Services

Groupe Dubois -- one of Europe's leading transportation and freight handling firms -- has purchased a site of 65,000 square feet at L'Isle d'Abeau. At the end of 1992 a 20,000 square foot building was dedicated, principally to serve their client Hewlett Packard. Eventually Dubois' new project will expand to 75,000 square feet.

## Lyon's Candidacy for the European Central Bank

Lyon remains one of the finalists among cities being considered for siting the Central Bank of Europe. Lyon's efforts to promote itself have been spearheaded by French MP and former Prime Minister, Raymond Barre, and his efforts continued through the end of 1992 at meetings from Madrid to London. While a decision for the site of the European Bank was anticipated for the EC Presidents meeting in Edinburgh in December '92, with the ratification process of the Maastricht treaty meeting obstacles, a decision on the Bank will probably not come before mid '93.

The Support Committee for Lyon's bid for the European Central Bank, chaired by Barre, also includes, among other French and European dignitaries, Giovanni Agnelli, Chairman of Fiat; Raymond Kendall, Secretary General of Interpol; Loik le Floch-Prigent, Chairman of ELF; and Jean-René Fourtou, Chairman of Rhône-Poulenc.

*Financial World* magazine profiled Lyon's bid for the Central Bank in its July 21, 1992 issue, in a feature by senior editor Nancy Hass, "The Little City that May: Lyon's Epic Battle to Become Home to the New Central Bank of Europe." According to *FW*: "... experts say Lyon's efforts are a prime example of how Europe's second-tier cities are mobilizing to take advantage of Maastricht. The bank is only one of a half-dozen important institutions that will be created by monetary union. And the status of such cities -- and perhaps even whole nations -- may be realigned once the union is complete in 1999.

"Barre contends that Lyon is a logical choice for the bank because of its strategic location. Only two hours from Paris by high-speed TGV rail, and virtually equidistant from London, Madrid, Rome and Frankfurt, it has two international airports. Less expensive than Paris, Frankfurt or London, and sans le stress, Lyon has world-class museums, restaurants and infrastructure."♦

Lyon is a state-of-the-art intermodal "seaport" from which maritime freighters reach Mediterranean ports within three to nine days.

projects in conjunction with its member communities, its major responsibility is to develop 5-year plans for the area which will ensure the most prosperous economy, maximum growth, and maintenance of very high standards on quality of life measures.

Working in conjunction with broader planning authorities and the political entities (the *Departement du Rhône* and the national government), the Urban Community tackles a range of needs -- including moving some people, goods and services within the urbanized area of Lyon -- and moving other people, goods and services around the outside of the Urban Community.

Among other projects, the Urban Community of Lyon is developing plans for a multipurpose "logistic platform" -- a transportation and distribution service area of over 250 acres -- slightly south east of the City, which will be able to accommodate increasing demands of the flow of goods across and down the Rhône valley.♦

state-of-the art technological sophistication, is being made to ensure the project is environmentally sensitive to the park, the river, and the most attractive waterfront use.

The Cité Internationale will provide much-demanded additional services and amenities at an ideal proximity to the city center: 20,000 square feet of exhibition space, a convention center to accommodate meetings of up to 2,000, a new hotel projected at 300 to 400 rooms, and over 400 residential units.

Phase I of the project -- the convention center, hotel, some office space, and the museum -- will be completed in 1995. Phase II, additional offices and the residential space, should be completed by 1997.♦

### THE URBAN COMMUNITY OF LYON PLANNING THE CITY'S FUTURE

The Urban Community of Lyon is a group of 55 municipalities working together to plan and build for Lyon's needs in the next century. The Urban Community is supported through an independent tax system of about US\$ 1 billion, over half derived from the participating communities, and about 1/5 each from the national government and from community utility and infrastructure services that benefit from the Urban Community's work.

While the Urban Community actually assists in the development of transportation and infrastructure

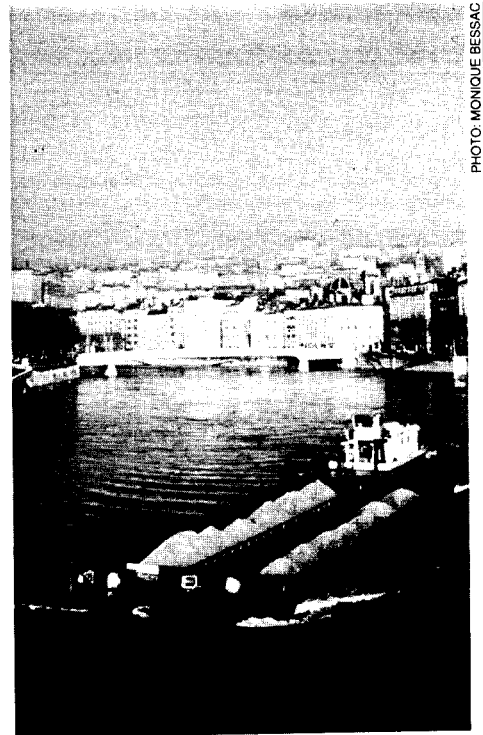


PHOTO: MONIQUE BESSAC

## THE PORT OF LYON

Lyon lies at a critical rail and auto crossroads of Europe, but it is also situated at the confluence of the Rhône and Saône Rivers providing unobstructed waterway access to the Mediterranean. Lyon, therefore, also lies at an important maritime axis that connects mid-European freight to major ports of the European Mediterranean and North Africa.

The objective of the Port of Lyon is to remain an active and technologically state-of-the art intermodal "seaport" for the second economic center of France. The Port today handles about 2% of the freight traffic for the Region, principally in ores, grains, metals, and food products.

The Chamber of Commerce and Industry of Lyon has generated massive investments to ensure low-risk, low-cost, and reliable services for the maritime traffic of the future. Significant investments have been made in warehousing, container handling, and logistical contact with connecting river lines.

River traffic from Lyon reaches the Mediterranean within 36 hours. Freight connections can be made to Mediterranean ports usually within a week -- for example, it is four days to Tunis, seven days to Pireaus, and nine days to Istanbul.

Lyon and Paris were the first two European cities to be connected by the TGV, the super-fast train. Today Lyon is an important hub for the European passenger and freight fast-train network.

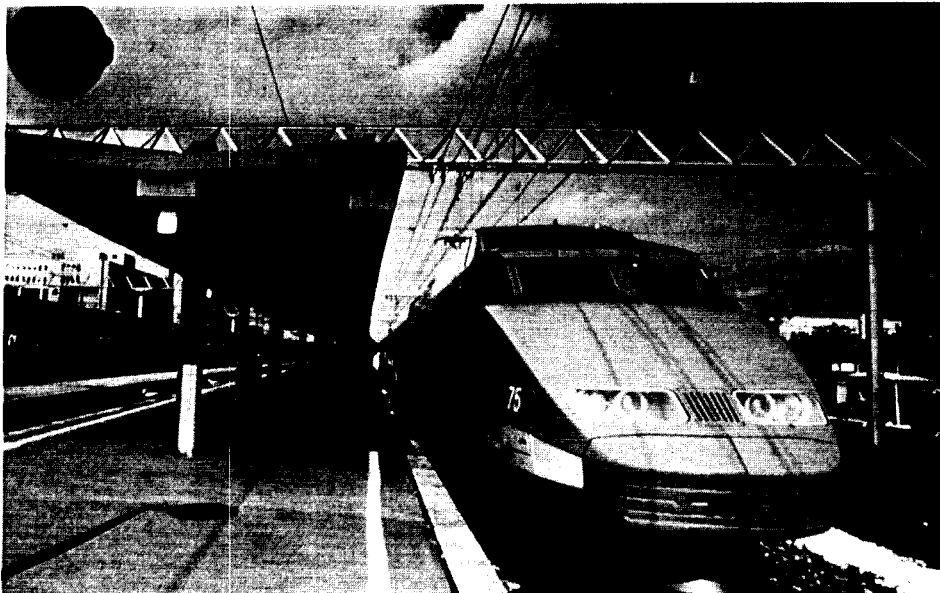


PHOTO: MONIQUE BESSAC

With fully-developed intermodal capabilities, use of the river for freight between the Mediterranean and Lyon helps alleviate congestion on the motorways for high-bulk materials and goods with less time-sensitive delivery needs. ♦

## WHEN YOU'RE AT THE CROSSROADS OF EUROPE, WHERE DO YOU PARK YOUR CAR? PROBABLY, UNDERGROUND.

Lyon Parc Auto was founded in 1969, with private and public shareholders, to be responsible for all automobile parking in Lyon. The City realized how powerful are the incentives and disincentives that result from the availability and cost of parking.

Lyon Parc Auto, in close collaboration with other planning organizations, has encouraged use of mass transport to redirect traffic away from the most-congested areas and has created price incentives for the use of off-street parking (on-street parking is about US\$2/hour; off-street parking is about US\$1.20/hour).

Lyon, like most cities, is crowded with cars -- those of residents, shoppers, and commuters. The planning for the

region, with cooperation among the mass transit providers and Lyon Parc Auto, implements a sophisticated policy of cost incentives that discourages auto use for commuters and encourages it for shoppers and residents.

Lyon long ago determined that it wanted to keep residents in the City to avoid the pattern of suburbanization and urban retreat familiar to American cities. Keeping residents in Lyon required having a place for their cars. Lyon also recognized that the livelihood of the City would not allow for a plan that tried to decrease the number of cars; so the creation of new parking has concentrated on getting cars off the streets and into underground areas.

Nine underground garages will be brought into service between 1990 and 1995. With 11,000 new spaces already developed, the four garages opening in 1993 will make an additional 6,100 spaces available. The City will also -- gradually and with no explicit targets -- reduce the number of available on-street parking spaces.

Lyon Parc Auto's garages use state-of-the-art technical resources -- lighting, surveillance, signaling, radio-connected security staff, glass elevators -- all to ensure consumers comfort and security. Their engineering and other expertise has led their executives to be called upon to consult on car park projects throughout France.

## The technical -- and historical -- challenges

Building underground is never easy, but few Americans appreciate the difficulties presented to the Lyonnais engineers as they confront Lyon Parc Auto projects.

First of all, digging and building must be conducted in the center of a busy city, characterized by centuries-old narrow streets. Second, the city center of Lyon, and site of the underground car parks, is on an isthmus formed by the confluence of the Saône and Rhône rivers -- which means that within ten to fifteen feet below the street level, excavators hit

*Continues on page 6*

water seeping in from one or both rivers far faster than it can be pumped away. At most sites, there is no water-tight ground (granite) less than about 80 feet deep, and at the site of one lot, the granite turned out to be 175 feet deep.

The construction techniques -- used in only a few other places in the world (notably Hong Kong and Amsterdam) required digging extraordinarily deep trenches around the perimeter of the future garage to be filled with concrete and waterproof materials.

Nature alone does not challenge the garage engineer in Lyon -- mankind seems to conspire. The City of Lyon -- that important European crossroads -- has been inhabited for at least 2,000 years. Any excavation is therefore closely monitored in conjunction with the Ministry of Culture of France. The excavations for the four new Lyon parking garages have yielded significant archeological findings from three periods: the Gallo-Roman, the 9th - 10th Century, and the 16th Century.

### ***When a parking place is not just a parking place***

Lyon Parc Auto has never considered its role to be exclusively creating parking lots. Not only does it build space for cars -- and as a by-product make significant contributions to the historical and archeological understanding of the Region -- but well within the tradition of public works in France, Lyon Parc Auto has pursued the broad mandate of improving the quality of life in the City. "Not only must car parks be functional," maintains Francois Ginde, Director General of Lyon Parc Auto, "but they must be secure and beautiful -- like everything else in the City of Lyon."

In well-publicized public competitions, Lyon Auto Parc chose architects, engineers, and designers from around the world to design the four new underground lots. Likewise, in the spring of 1991 it held a competition which resulted in the commissioning of four internationally-known artists to create original works of art for each site. ♦

## **Euro-distribution Expert Operates from Plaine de l'Ain**

PanEuroLog (Pan Europe Logistics Ltd, based in the UK), a transportation and logistics consulting firm and developer, is working with the Lyon-area industrial park, Plaine de l'Ain, on a state-of-the-art warehousing and distribution center, Parc Logistic Plaine de l'Ain.

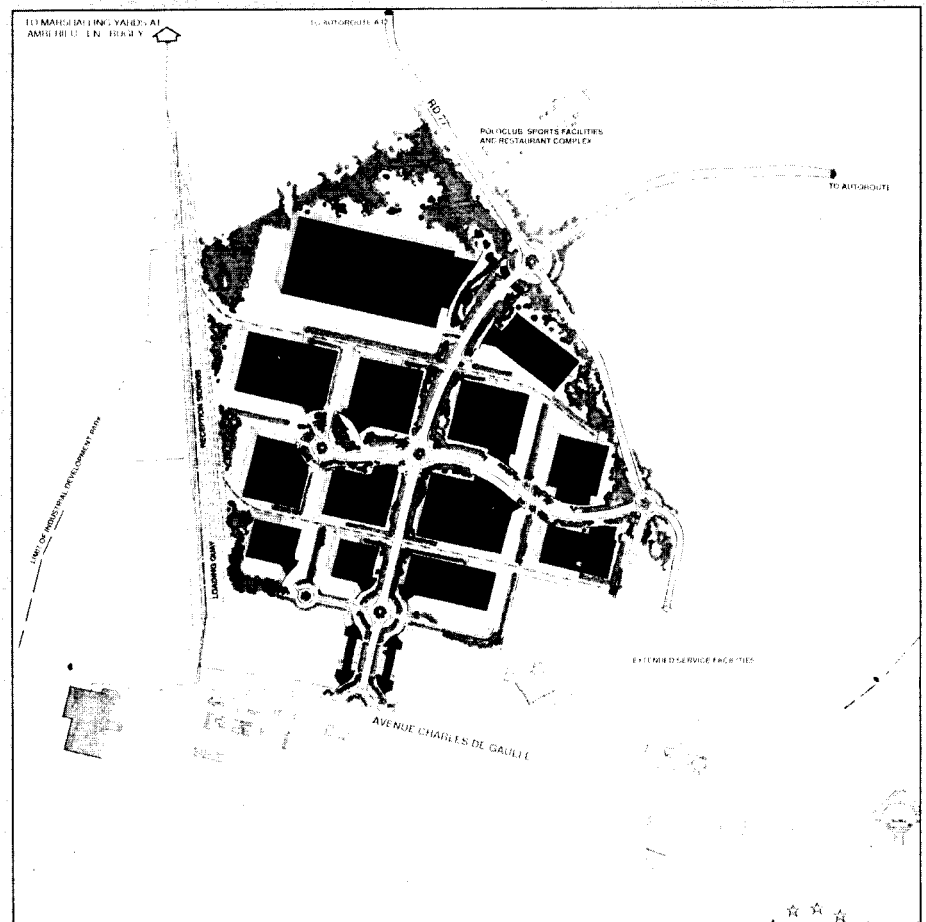
All infrastructure and services at Parc Logistic will meet post-'92 European-wide standards and regulations, freeing companies using Parc Logistic from developing new or independent distribution capabilities.

Parc Logistic provides services and infrastructure for distribution facilities on the site -- rail links, truck services, relevant telecommunications, etc. PanEuroLog can also, at a

company's direction, act as property developer for new construction at Parc Logistic. The first company at the site will be in operation by June 1993.

Plaine de l'Ain is located about 20 miles east of Lyon along the north-south link between two important east-west highways running from Lyon to Switzerland, Germany and Italy. By the mid '90s when several routes are completed, Plaine de l'Ain will have an unrivaled position as land distribution center.

Plaine de l'Ain is a multipurpose industrial park, home to more than 40 companies, including Lever, Printemps-Prisunic, Gefco, and United Technologies.



### **Lyon: Intersection of Today and the Future**

It is quick and easy to get to Lyon from anywhere in the world. Today, however, the priority for Lyon is to move the commercial traffic, with destinations beyond Lyon on both the east-west and north-south axes, around the City center, not into it.

### **Increasing the efficiency of the crossroad**

The traditional highways -- water, rail, and road -- have gone directly through Lyon. For centuries the City has been the hub from which important trade routes radiate.

Today, road handles almost 70% of the freight traffic in the Region with rail handling the other 30%. One in four vehicles passing through Lyon is a truck carrying freight, and the number of trucks is expected to double in the next decade. Clearly that trend -- commercially encouraging but environmentally intolerable -- makes regional planners intent to increase freight distribution by rail.

Transportation priorities of the Région Urbaine de Lyon -- an area encompassing 1.5 million people and including large portions of the political *departements* of Rhône, Ain, Isère, and Loire -- are for 1) developing the high-speed passenger network; 2) increasing the number of freight lines -- often using the old 'slow' passenger rail beds; 3) expanding the expressway system, including the ringroads around the city; and 4) maintaining the Port of Lyon at current or slightly greater capacity for water traffic between Lyon and the Mediterranean.

Development of the fast train passenger service, north-south and east-west, is critical in shifting the balance of freight away from trucks to rail. Passenger traffic will be gradually shifted to the new fast trains, freeing the older railbeds for freight. The Lyon region has several projects in the planning stages and under development for improved freight railway platforms and logistics centers.

An ambitious ring road plan, with final completion set for 2010, at a cost of nearly US\$ 1 billion, will be the solution for early in the century. Beyond that, a second circular highway, around the east of the City toward Grenoble, is anticipated.

In the short term, however, transportation professionals throughout Europe, north-south drivers, and the Lyonnais themselves are all looking forward to mid '93 when auto and truck traffic will be fully able to by-pass the City by way of the Rhône Valley to the east, ending the occasionally frustrating tangles that have occurred in recent years on ski weekends and on summer vacation days as northern Europeans head for the Alps or the Riviera.

### **At the crossroads today**

While Lyon is aggressively working to improve an already extensive modern transportation network, it offers companies even today a number of characteristics that make it ideal for distributing products and services.

1) Location -- the invariable and inescapable feature -- is perfect for a range of companies doing business in Europe. Lyon is at the hub or along the route of some of the busiest commercial pathways in Europe, more important today than ever with the '93 advent of the single market.

2) Infrastructure -- At one of Europe's critical crossroads, Lyon has developed among the most sophisticated rail, road, and water links on the continent. Its airport, soon, uniquely to be linked to an international super-fast train service, will be an increasingly chosen passenger and freight gateway to Europe -- not just to France.

3) Services -- Few other cities in Europe offer similar concentrations of transportation, telecommunications, and warehousing. Every need of physical handling, communications, administration, and transport can be met by the distribution and transportation sector of Lyon. ♦



### **Traditional Lyonnais Brasserie**

*Une maison de qualité de grande tradition lyonnaise.* Le Nord is a classic Lyonnais brasserie. Serving the public since 1907, Le Nord is around the corner from rue de la République, the wide central pedestrian and shopping thoroughfare running through the commercial heart of Lyon.

Le Nord is open seven days a week, and is especially popular at lunchtime with business and City government officials from the offices a few blocks away along the rue de la Bourse.

The menu offers a wide variety of traditional Lyonnais cuisine as well as Alsatian specialties. Le Nord is just the place for the first-time visitor, as well as for the Lyonnais cuisine enthusiast, to sample the calves' hoofs, lamb's brain, and fish quenelles.

The proprietress, is sure to select the right regional wine and encourage you to try the *desserts à volonté*. "What is," she will ask you, "just another half hour out of a lifetime? Enjoy!"

Le Nord is at 18, rue Neuve, 69002 Lyon. Telephone: 78.28.24.54. ♦

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## **THE SALON DE THÉ AT THE TEXTILE MUSEUM OF LYON**

Lyonnais chefs and caterers, Nicole and Emile Clostan, have opened the beautiful, Restaurant-Salon de Thé du Musée de Tissus -- restaurant and tea shop at the Textile Museum of Lyon.

Open to the public every day but Monday, the Salon de Thé serves light luncheons, afternoon tea, and beverages throughout the day to shoppers and business people as well as to Textile Museum visitors.

Find the Salon de Thé beyond the main gate of the Textile Museum, 34, rue de la Charité, 69002 Lyon, off the courtyard to your right. Telephone: 78.37.15.05 or 78.24.15.90.♦

### **Upcoming in Lyon**

**January 23-27**

**SIRHA**

(International catering, hotel trade, and food trade show)

**February 4-6**

**Mormatec et Paysage**

(horticulture trade show)

**March 3-14**

**International Lion's Cub Convention**

**May 1-3**

**European Autoroutes Conference**

**May 26-28**

**French City Engineers Convention**

**September 20-23**

**56th Annual Control Data Users  
Conference**

### **Upcoming in the US**

Twelve French dance companies will perform in March at the Kennedy Center in Washington, D.C. in a reciprocal salute for the 1990 "Century of American Dance" festival in Lyon. The French companies range from the Paris Opera Ballet through a range of small world-class contemporary and experimental dance organizations

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# LYON UPDATE

Produced by ADERLY (Economic Development Agency for the Region of Lyon, France)

1992 No. 3

## LETTER FROM ADERLY

*Momentous events hurtled through Lyon this past winter and spring. Over 50,000 visitors to the winter Olympics in Albertville transited through Lyon-Satolas airport in February. Then, Lyon was announced to become the home of Euronews, the continent's CNN. Investment announcements also came from American Cyanamid, Hewlett Packard and Marriott. Now, world attention comes to Lyon as one of the potential sites for the European Central Bank.*

*This issue of Lyon Update focuses on the city as a thriving financial center of Europe. Home to Credit Lyonnais, the largest non-Japanese bank in the world, the City of Lyon is poised to resume a historic role as a great financial and trading center of the world.*

*This issue looks at Lyon's candidacy for the European Central Bank. Crédit Lyonnais is profiled, along with several perspectives on Lyon's thriving financial services community, which hosts over 60 banks, 26 venture capital companies, and a regional financial industry association that has been a model throughout Europe.*

*We continue our features on great Lyonnais restaurants with a salute to La Tour Rose — a culinary symbol of the City's confluence of the historic and the contemporary.*

*We look forward this summer to the return of Lyon's world-renowned Biennale de la Danse, which this year has the theme of Passion of Spain, attracting international audiences from September 12 through October 4. Another Lyon event attracting a world-wide audience is the upcoming Pharmacy World Congress, to be held September 13-19 at Eurexpo. Hope to see you in Lyon.*

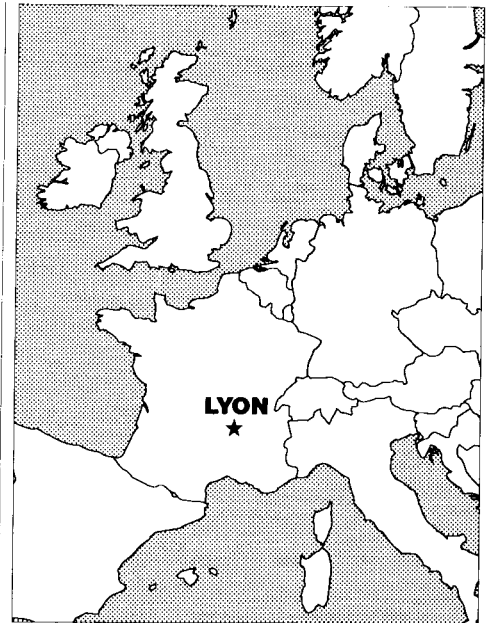
## CREDIT LYONNAIS: HOMETOWN MEGABANK BULLISH ON THE REGION'S FUTURE

Lyon's hometown bank, Crédit Lyonnais has \$287 billion in assets. The largest bank in both France and Europe and the largest non-Japanese bank in the world, Crédit Lyonnais has a network of 3,700 branches and subsidiaries employing over 76,000.

It is also a bank that hasn't forgotten that its roots are in mid-19th Century Lyon.

Jean-Marie Zambelli, Senior Vice-President and Regional Manager of the bank in Lyon, asserts that, "Crédit Lyonnais was born in Lyon in 1863, and it intends to maintain and reinforce its place as the leading bank in the region."

While expanding throughout the world, Crédit Lyonnais enjoys a dominant position in Rhône-Alpes, France's second largest economic region. The bank has 225 branches and 2,800 employees in the area.



Out of the 65 banks in the region, Crédit Lyonnais holds the largest market share, at 20%, with 39% of its capital based on site deposits. Unlike the strategy of other major European banks, it has decided to offer a full-range of retail, corporate and investment banking to individual and commercial clients across Europe — as well as in the region — along with

(continued on page 8)

## RECENT NEWS

### Major Expansions... American Cyanamid

American Cyanamid France announced plans in April to build a new production site in Lyon, which should be in operation by the end of 1993, pending negotiations with the French government. Set to produce dry pharmaceutical products for its French subsidiary Léderlé Laboratories, the factory will replace Léderlé's first production

center in the region. One of the biggest industrial investments in the Lyon region, the company has already invested approximately \$3 million for the acquisition of 37 acres of land at the industrial park Isle d'Abeau, and \$30 million more has been allocated for the construction of a 269,000 square-foot facility. American Cyanamid France employs 1,400 people and had \$286 million in revenues in 1991.

(continued on page 2)



## LYON'S FINANCIAL CENTER ASSOCIATION

Lyon is the home of a pioneering financial center association, the ALPF (l'Association Lyon Place Financière), created in 1987 to coalesce the power of regional European financial centers and their small- and mid-sized corporate clients in counterbalance against the traditional financial capitals of Europe.

ALPF was founded by stock brokerages and banking committees from Lyon and the Rhône-Alpes region, the regional employers union, ADERLY, and the Banque de France (France's Federal Reserve). ALPF's goal is to further develop Lyon's financial operations and promote it as a financial center.

Today, with over 150 members, the Association encompasses the leading financial service companies and universities. Its eight commissions nurture small- and medium-sized businesses, particularly in high growth, high-technology areas such as biotechnology, chemistry, and computers. The association offers medium-sized companies greater access to all financial instruments and investment analyses available in Lyon. It also assists these companies to become listed on the Stock Exchange, obtain bank loans, and locate sites.

For a company new to Lyon, the Association can provide statistics, analyses, and comparisons on regional competition, revenues and profitability, and land cost.

According to Roger Michaux, former Director of the Lyon Stock Exchange, and current President of ALPF, "A company in Lyon can find all the financial services that it might need, and in a concentration that you can't find elsewhere in France outside of Paris."

ALPF also channels communications to other regional financial organizations throughout Europe. Following the example of ALPF, similar associations have been created in Barcelona, Edinburgh, Stuttgart, Bilbao, and Turin. While the ALPF has already signed cooperative agreements with these other regions, a Federation of

Associations will be formed in Brussels in May, 1993, to act as an official liaison with the European Community. In the coming year, Geneva is expected to join this alliance with Lyon and the five other regions. Says Mr. Etienne Subra, Regional Director of the Banque de France, "Lyon Place Financière" "has played an important role in strengthening ties with other regions in Europe and beyond."

## LYON: A FINANCIAL CENTER ACROSS THE AGES

Lyon's significance as a European banking and financial center is nothing new.

Founded three centuries before Wall Street, the Lyon Stock Exchange made Lyon one of the centers of 15th Century European trade. An arrangement made among merchant bankers in Lyon allowed early on the circulation and settlement of private debts in foreign currencies. The powerful Medici Bank transferred its Geneva branch to Lyon in 1466.

From that time on, the Italians, Swiss, Germans, and French all contributed to making Lyon one of the largest financial and commercial markets of the ages.

In the 19th century, Lyon again became a world financial capital as a result of its leading role in the international silk trade. Lyon overtook even London to become one of the most important European centers of mechanical engineering, chemicals, electrical equipment, the motor industry, and transportation. It is no accident that Lyon was the birthplace of Crédit Lyonnais in 1863, founded by fourteen Lyonnais, two Parisians, and three Genevans.

Today the Lyon banking network includes 63 financial institutions with 533 permanent branches. Among the 17 non-French banks are Citibank, Barclays Bank, Midland Bank, International Westminster Bank, Dresdner Bank A.G., and Banco di Roma. Seven French banking firms are headquartered in Lyon, and 26 venture capital companies are active in the area.

## RECENT NEWS

(continued from page 1)

### ...Hewlett Packard

To assure production of their new computer models for Europe, Hewlett Packard (the seventh largest computer manufacturer in the world, with revenues of \$14.5 billion in 1991) is making its Isle d'Abeau factory near Lyon one of two global centers for mainframe production; the other site is located in California. An investment of \$1 million is planned for the first phase of production allowing HP eventually to gain 10% of the European market, for projected revenues of \$100 million. First deliveries are planned for this coming September. The development is part of HP's worldwide strategy to expand production of mainframe computers.

### Marriott Plans Luxury Hotel

Marriott Corporation has signed a letter of intent with French property developer SARI to build a 4-star deluxe, 300-bed hotel in Lyon. The hotel will be built in one of the two towers of Lyon's future Center of Communications and Exchange, a 2,411,000 square foot complex, designed by Italian architect Renzo Piano and christened the "International City." Final contracts are expected to be signed this summer, following Marriott's feasibility study.

### Euronews Selects Headquarters

The European Broadcasting Union (EBU) selected Lyon for its Euronews headquarters and production center. Broadcasting in five languages, beginning next January, Euronews will be the first television news service designed for a European-wide audience. The technical annual operating budget for the network has been estimated at about \$63 million, and the headquarters and production center will eventually employ 160. Lyon was selected from among 15 cities that made formal bids to the EBU.

According to the June 15, 1992 Christian Science Monitor, the location of Euronews in Lyon "has led to comparisons of Lyon with Atlanta, home of CNN. It's a comparison people [in Lyon] don't mind at all. 'Atlanta has been very successful at developing a dynamic regional role in the US,' says [Michel] Foucher [director of the European

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*(continued on page 4)*

## EC CONSIDERS LYON FOR EUROPEAN CENTRAL BANK

By the end of 1992 the European Community is expected to agree on a location for the European Monetary Institute, an institution that will be the forerunner of the European Central Bank, as agreed upon in Maastricht in 1991.

Several major European cities, including Lyon, are candidates for the location of the Central Bank, and the competition — behind closed doors in Brussels and on the pages of international publications — is fierce. The traditional financial capitals of Europe (London, Frankfurt, Amsterdam) and important regional centers (Lyon, Manchester, Luxembourg) all have strong advocates.

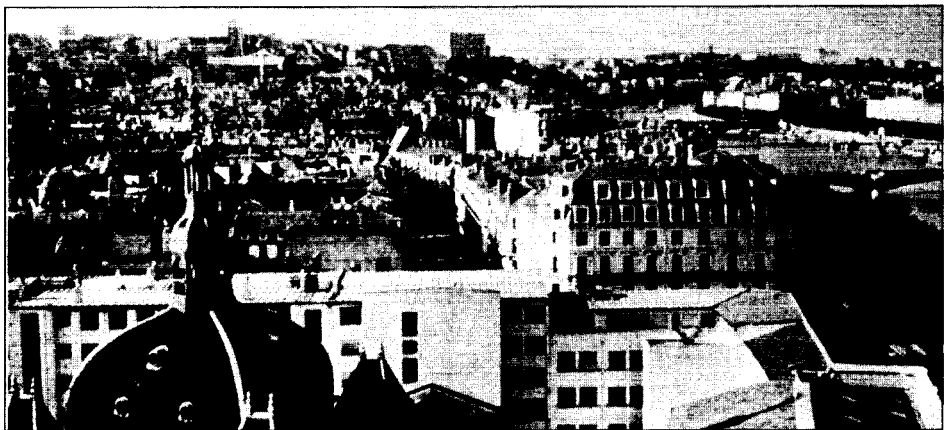
The stakes are high. The city which will eventually be the home of the European Central Bank will gain international prestige as well as an estimated 5,000 high-quality, high-paying jobs in the financial, consulting, legal, and other services sectors.

Lyon's supporters — which, aside from the array of city fathers, prominently include former French Prime Minister Raymond Barre and Crédit Lyonnais Chairman Jean-Yves Haberer — argue the City's many advantages:

**1)** Lyon's location is not just geographically fortuitous. It also represents a sensible compromise between the political and economic powers of northern and southern Europe.

**2)** With a commercial infrastructure well-suited to a major financial institution, Lyon is also home to three prominent international organizations: Interpol, WHO (World Health Organization) and Euronews. As a further indication of Lyon's financial activity, eight international audit firms operate in the area.

**3)** Lyon has unsurpassed, convenient connections to the rest of Europe through Lyon-Satolas one of the most user-friendly airports on the continent. An established super-fast train (the TGV) links Lyon to Paris, Frankfurt, Bonn via Strasbourg, Brussels, and Amsterdam via Lille. Future high speed connections will include links to



**View of Lyon**

Barcelona, Turin, Milan, and other southern European destinations.

**4)** The Rhône-Alpes region, of which Lyon is the capital, is the eighth leading economic center in Europe. The region employs 760,000 people in such areas as metallurgy, chemicals, engineering, electronics, consumer goods industries, building and public works, trade, transport, business services, consumer services, and non-commercial services. It is also France's number one energy producer.

**5)** The Rhône-Alpes region is a major trading center, with \$20.8 billion in exports and \$17.6 billion in imports. Lyon's share accounts for \$7.2 billion and \$5 billion respectively. Trade with European countries makes up 70% of the total.

**6)** Also available are such high-tech communications as the numeris integrated, digital tele-network, video conferencing and cable TV.

**7)** Lyon also offers advantages in its over 216,000 square feet of conference and over 878,000 square feet of exhibition facilities; economic networks; accommodations (190 hotels offering a total of 9,000 rooms); wide variety of housing; employment opportunities for spouses; and choice of international education facilities.

If all goes according to plan, the European Monetary Institute will start operations on January 1, 1994 and will establish the structure and procedures for the eventual Central Bank.

According to Robert Maury, Director of ADERLY, "Lyon won't be the first choice of Germany or the UK; it might

not even be the first choice of France. But Lyon is quite arguably the best first choice from a European perspective — we've got talent, lower costs, great location, and vitality; and we're free from the political burdens from which the traditional financial centers suffer."

### WORLD-RENOWNED LYON CHEF ADDS AN INTERNATIONAL FLAIR

Established Lyonnais chef Jean-Paul Lacombe and partner Jean-Claude Caro have brought to Lyon what no one ever realized was missing up to now, a real Italian restaurant. L'Italien de Lyon is Lacombe's and Caro's latest project following in the tradition of a long line of remarkable restaurants in Lyon such as the Léon de Lyon and Le Bistrot de Lyon.

*L'iTaLieN*



*il Ristorante*

*De Lyon*

## RECENT NEWS

(continued from page 2)

Geopolitical Observatory in Lyon].  
 'A certain number of cities are building similar roles in Europe, and we intend for Lyon to be among them.'

### ECU Institute Launched

On March 6 in Lyon, the ECU Institute replaced CEPREM (European Currency Promotion and Research Centre) as the center for consulting and research on the ECU (European currency unit). In addition to working on specialized judicial, institutional and conversion rate questions related to finance and European currencies, the Institute lobbies the EC on financial matters and activities in Eastern Europe. The Institute has conducted two influential benchmark studies for the EC — one on issues involved in establishing a European Central Bank and a second on the conversion to a single currency. The ECU Institute is positioned to be the leading international think tank and consulting firm to work with both governments and multinational corporations on all ecu-based investment and financial issues; its location in Lyon also demonstrates the concentration of expertise in the city, supporting Lyon's candidacy for the European Central Bank.

### Business School Takes Home Prizes from University of Texas

MBA students from Lyon's leading business school, Ecole Supérieure de Commerce (ESC) Lyon were this year's first runner-up team to UT at Austin in the MOOT CORP®, International Entrepreneurship and Venture Competition, underwritten by Ernst & Young and the University of Texas at Austin. Awards are given for developing growth-oriented business concepts and business plans demonstrating superior writing and analytical skills and showing marketing, management, and financial acumen. ESC Lyon students also won the "Best Presentation" prize for exemplifying superior oral, visual, and interactive skills, demonstrating poise, professionalism, and the ability to "think on one's feet." Other participating universities included Carnegie Mellon, NYU, Northwestern, Stanford, UCLA, University of Michigan, University of Pennsylvania (Wharton), UT at Austin, London Business School, INSEAD (Fontaine-bleau, France), and Bond University (Gold Coast, Australia).

## A POWERFUL ECONOMIC CENTER

Lyon and its region is the 8th leading economic center in Europe, employing 760,000 people.

This table, showing the main industries to be found in the area, gives an idea of Lyon's strong position in the European economy.

Rhône-Alpes	Firms and Businesses	Employees
Basic industries (metallurgy, chemicals etc.)	6,190	168,320
Capital goods industries (engineering, electronics etc.)	4,710	173,410
Consumer goods industries	10,830	173,340
Building and public works	15,740	129,700
<b>Total</b>	<b>37,470</b>	<b>644,770</b>
Trade	106,540	271,010
Transport	10,800	113,840
Business services	67,920	148,080
Consumer services	45,500	176,350
Non-commercial services	(-)	357,700
<b>Total</b>	<b>230,760</b>	<b>1,066,980</b>
<b>Overall total</b>	<b>268,230</b>	<b>1,711,750</b>

■ The region is the birthplace of multinationals such as Rhône-Poulenc, Péchiney, BSN and large service companies like Ecco, Kis and Cap Gemini Sogeti.

■ It is France's number one energy producer:

41% of electricity and  
 34% of French nuclear power

■ The base of its powerful processing industry is divided among several equally important sectors: metallurgy, mechanical engineering, motor industry, electronics, chemicals, textiles, building and public works.

■ In 1988, Rhône-Alpes was France's second best equipped region in terms of computer equipment. This sector has encouraged high rates of investment.

■ The region remains one of the leaders in agrochemicals and chemicals thanks to the takeover of Union Carbide Agrochemicals by Rhône-Poulenc Agrochemicals.

■ Rhône-Alpes is also home to establishments such as Laboratories Boiron, the Mérieux Institute and the Pasteur Institute. Ultra-modern industries, whether in the field of technology or biotechnology, have always been a priority in Lyon.

■ Many companies have chosen Lyon to set up subsidiaries, from abroad (Valeo, Olivetti, Carrier, Auxiglass, Unilever, Hewlett Packard, Krautkramer, McDonnell Douglas) or from France (Novatome, IN2P3, Septon, Seced, CGII).



On July 10, 1992, the Lyon Boys Choir, Les Petits Chanteurs de Lyon, performed in St. Patrick's Cathedral in New York as part of their USA Concerts Programme 1992. An internationally renowned choir that has given more than 300 concerts throughout France, as well as Germany, Austria, Italy, Greece, Holland, Belgium, and Canada, their U.S. tour consists of 12 stops including New York, Boston, San Francisco and Disney Land in Anaheim, California.

Photo: Daniel Root

# THE WALL STREET JOURNAL.

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EASTERN EDITION

FRIDAY, MARCH 13, 1992

PRINCETON, NEW JERSEY

...

## Europe Faces Major Work to Prepare For a Single Currency in Seven Years

By MARK M. NELSON

Staff Reporter of THE WALL STREET JOURNAL

LYON, France — Europeans have to wait up to seven more years before trading their pounds, marks or francs for new Euro-notes. But several major preparatory steps have to be taken soon to begin transforming Europe's monetary politics.

Indeed, as monetary and banking officials start getting ready for the single currency, they are discovering a mountain of work to be done. And since each step creates new controversies and complications of its own, the officials say a single EC currency by 1999 means that Europe's monetary architects soon have to turn over the job to the builders.

"If we are to be ready on time, we have major work to do," says Michel Coste, who heads CEPREM (Centre de Promotion et de Recherche pour la Monnaie Européenne), a Lyon group studying the EC single currency. "The monetary union treaty [agreed to in December in Maastricht, the Netherlands] sets the deadline, but leaves a vacuum on many details."

Several major economic and institutional changes have to begin this year. Not only do Europe's less-developed economies have to make major strides to catch up with the rest of the EC before introducing a single currency, all EC states have to pass new laws and change monetary and banking procedures to bring their practices into a more common line.

### A 'Monumental Leap Forward'

Monetary union "is a monumental leap forward," says Yves Mersch, Luxembourg's treasury director and one of the key negotiators of the monetary union treaty. "There are conflicting ideas about nearly every question. We know the decisions ahead will be difficult."

The changes in store could begin affecting interest rates, economic policies and banking regulations long before the single currency is in place.

Complicating these crucial early steps is an environment of political uncertainty, even about the monetary union treaty itself. Governments, which originally expected no difficulty in getting the treaty ratified, now face opponents. EC governments agreed in Maastricht to seek ratification of the treaty by the end of this year, and they now plan extensive campaigns to convince voters and parliamentarians of the benefits of a single currency.

But even if the treaty is ratified, the road to a single currency has other pitfalls, some already in sight.

For example, by the end of 1992, EC governments will have to agree on a location for the European Monetary Institute, the forerunner of the European Central Bank. The monetary institute will come into operation on Jan. 1, 1994, and will be responsible for setting up the central bank's structure and procedures. The central bank will likely simply take over the facilities and staff of the institute when the final stage of monetary union begins.

There's no shortage of cities proposing themselves as suitable locations, as a group of lobbyists and businessmen here in Lyon showed recently. Like Amsterdam, Frankfurt, Luxembourg, London and Manchester, Lyon is hoping that the negotiation ahead will somehow turn in its favor. The stakes are especially high: The monetary institute and central bank will employ several thousand well-paid officials and bring enormous investment to its host city.

A president for the institute will also have to be chosen, probably also this year. EC governments will be looking for an energetic, influential and internationally recognized figure who's not afraid of uncertainty or controversy. One important requirement: He or she can't come from whatever country wins the location of the monetary institute.

### Controversial Issues Await

Other issues, some also highly controversial, have to be decided soon. EC na-

tions will have to bring their central bank operating methods into closer harmony, agreeing on common ways to keep records and intervene in international currency markets. EC states will also have to agree on how to determine when their economies are in close-enough alignment to proceed with the single currency.

Another controversy concerns how big and powerful the EC central bank should be. "There is definitely a desire to make the system as decentralized as possible while making sure that there is a single, EC-wide monetary policy," says Jean-Victor Louis, who heads the legal service of the national Bank of Belgium. But he added that deciding on the details of how this balance will be worked out will come only after "intense debate."

The bigger central banks of Germany, Britain and France want key tasks, such as intervention on international markets, to be left to the national central banks. Banks in smaller countries like Belgium, Denmark and Ireland fear this would mean that the three biggest banks would in effect take over the task for the whole EC. The smaller countries feel they would be better represented in a more centralized central banking system.

The EC states also have to settle on a system of financial and banking regulation. Preventing embarrassments such as last year's collapse of the Bank of Credit and Commerce International will require states to change their laws and allow stronger, EC-wide oversight of banking operations, financial officials say.

Raymond Barre, the former French prime minister who is pushing Lyon's candidacy as a site for the central bank, says he expects these controversies to be settled and the deadlines to be met. "Many of these controversies now should be seen in the context of national politics," he says. "In the end, no one is going to want to take responsibility for the failure of the single currency."

# Business Traveller

THE INTERNATIONAL TRAVEL MAGAZINE

February 1992

## Lyon's share

**Always Paris's fiercest rival, Lyon looks set to become one of Europe's foremost business cities, finds Hazel Wheaton**

Lyon has never been shy about moving forward. From the top of Fourvière hill, among the ruins of the original Roman settlement, the evidence of Lyon's determined progression through history is clear. Below are the red slate roofs of Vieux Lyon, the centre of the Renaissance silk industry, and the Peninsula. When the city outgrew the natural borders of the Saône and Rhône rivers (the juncture was actually moved during the 19th century), it expanded over the Rhône, and built a new business district during the Seventies. Now, Lyon is enjoying another renaissance, and building again. After years of taking a back seat to Paris, Lyon is ready to step into the spotlight.

In 1991, while France had a negative trade balance, Lyon had a trade surplus of Ffr11.3 billion. An already low inflation rate (3.4% in 1989) dropped to 3.1% in 1990, and unemployment, presently 7.8%, runs two points lower than the national average. Some 65% of exports from the Rhône-Alpes region are bound for the EC, but

outside interest is increasing. US direct investment has grown steadily since the mid-Eighties, from \$69.7 billion in 1984 to \$150 billion in 1989.

Always known as a centre for banking (65 international banks are headquartered here, including Credit Lyonnais), Lyon is also a base for research and high-tech industry. The textile industry has evolved from luxury fabrics to encompass synthetic fibres, chemicals, pharmaceuticals, glass-making and electricity (Lyon produces 40% of France's electricity, and 25% of its pharmaceuticals). Companies that moved away, such as Rhône-Poulenc, are moving back, while multinationals such as Hewlett-Packard, Black & Decker, Digital Equipment, Honeywell, IBM, Monsanto and GTE have moved in. Lyon is making sure that prosperity doesn't fade with new innovations; top research establishments have made Lyon a focal point for scientific and medical research, with more than 20,000 full-time researchers in biology and medicine, computers, chemical engineering, lasers and robotics. Four *technopoles*, establishments housing research, industrial and educational facilities, form an almost solid ring around Lyon.

Lyon's interest now lies outside France, in Europe and North America. It is one of several "Eurocities", including Stuttgart, Milan, and Barcelona, which have in the past been overshadowed by their more politically important capitals. Tagged the "four engines of Europe", these cities are concentrating on establishing ties that benefit their individual regions. In 1990, a protocol agreement between Ontario and Rhône-Alpes led to the merger of Connaught Laboratories and Institute Merieux, now the world's largest producer of vaccines.

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## 5TH BIENNALE DE LA DANSE CELEBRATES THE PASSION OF SPAIN

At the same time as the summer Olympic Games in Barcelona, the World's Fair in Seville, and Madrid's 500th Anniversary, Lyon celebrates the Passion of Spain during its 5th Biennale de la Danse. For three weeks, Lyon and the Rhône-Alpes region will experience the magnitude of Spanish dancing, as over 700 dancers demonstrate Spain's influences in classical and modern dance while making reference to the rich traditional dances of the diverse Spanish regions. Lyon's program includes 27 dance companies performing in 100 shows and four balls. This festival reinforces the friendship between these two neighboring countries, as well as between the partner regions of Rhône-Alpes and Catalonia.



Photo: Jean Marc Naudin

## LA TOUR ROSE: A "NOUVELLE" LYON HOTEL AND RESTAURANT

Lyon's La Tour Rose is a unique retreat in the heart of "Vieux Lyon," one of the most extensive Renaissance-style districts in Europe. The hotel houses only 12, one-of-a-kind rooms each designed and decorated by a different textile manufacturer of the region and ranging in style from "Louis XV" to post-modern.

Contributing manufacturers include internationally-known Belinac, Brochier S.A., Brochier Soiries, Beaux-Valette, Tissages de Lyon, Les Ennoblisseurs, Guillaud S.A., Bianchini-Ferrier, Pirat, Vassoilles Jarrosson-Volay, Cortex, and Bucol.

La Tour Rose restaurant is located on the second floor, in the center of a vast courtyard, encased today by glass walls and ceiling. The restaurant itself is as diverse and eclectic as the rooms that surround it, with a modern decor and renaissance architecture and accents. And, whatever your presuppositions are about Lyonnais food, you're likely to get them overturned at La Tour Rose.

Philippe Chavent, a Lyonnais native and former student of Paul Bocuse, chose in 1975 to locate his restaurant in Vieux Lyon. In this extraordinary setting that is both medieval and modern, Chavent provides delectable cuisine (that meets with rave reviews) accompanied by excellent service. Chef Chavent achieves extraordinary non-traditional fare with influences from French and Asian culinary traditions. He revolutionized the Lyonnais cuisine

with Asian spices such as curry, ginger, lemongrass, and saffron.

In the February '92 Conde Nast Traveller, Mimi Sheraton gave La Tour Rose three stars — a traveler's must. Sheraton says of La Tour Rose, "This restaurant in the Old Town offers exquisitely executed, inventive cuisine."

Not to be missed is the bar, located on the first floor, to the left of the lobby. The room itself was a game room in the XIIIth century, complete with extraordinary woodwork and working fireplaces dating back to the renaissance. The ambiance, cocktails and hors-d'oeuvres are alone worth the trip. During the warm weather, there is also a bar area in the courtyard.

La Tour Rose is located at 22 Rue de Boeuf. Telephone: 78-37-25-90. The restaurant is closed Sundays.



MENU à 595 Frs.

SALADE D'ALGUES AU VINAIGRE ECHALOTES  
EFFILOCHÉE D'AILE DE RAIE AU COULIS D'HUITRES  
\*\*\*

SAUMON MI-CUIT AU FUMOIR  
SERVI TIEDE AU NATUREL  
\*\*\*

CREME DE POIS FRAIS  
AUX SAINT-JACQUES ET OURSINS  
\*\*\*

FOIE CHAUD DE CANARD,  
FILET DE ROUGET BARBET  
POELES AUX LENTILLES CONFITES A L'AIL  
\*\*\*

PLATEAU DE FROMAGES  
\*\*\*

PATISSERIES, GLACES ET SORBETS,  
FRUITS DE SAISON  
PETITS FOURS ET MIGNARDISES

**La Tour Rose**

22 Rue du Boeuf 69005 Lyon France Tel. 78 37 25 90 Fax 78 42 26 02

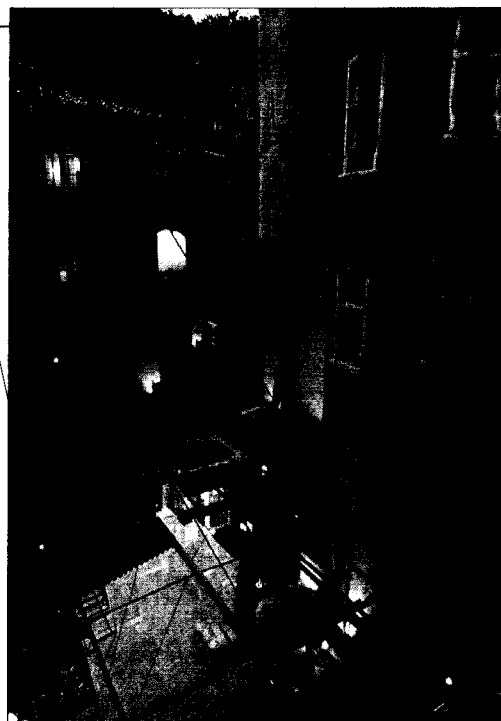


Photo: Christian Delpat





(continued from page 1)

equipment leasing and rental, real estate, insurance and computer services.

The bank has responded directly to the investment potential of the traditional industrial profile of Rhône-Alpes. In 1989, Crédit Lyonnais created a new equity investment subsidiary, Compagnie Financière Rhône-Alpes, to meet the needs of high-performance companies through a banking-industry partnership.

Through this subsidiary, Crédit Lyonnais has invested \$200 million in more than 100 high-performance, medium-sized companies in the region and is expected to add \$100 million more to its portfolio of share-holding interests by the end of 1992.

In a recent interview in the newspaper *Lyon-Libération*, the bank's chairman, Jean-Yves Haberer described Rhône-Alpes operations as equal with those in the three premier financial centers of the world: New York, London, and Tokyo.

## **EUREXPO Convention Center Upcoming Events**

### **September**

**LYON MODE CITY** — Summer '93 Collection, lingerie, swimwear, fabrics and components.

Saturday, September 12 - Monday, September 14.

**PHARMACY WORLD CONGRESS** — Sunday, September 13 - Saturday, September 19.

*Ipfarmex International* — International Show of Professional and Pharmaceutical Innovations. Sunday, September 13 - Wednesday, September 16.

*Congress of the International Pharmaceutical Federation* — Sunday, September 13 - Saturday, September 19.

*The 45th National Pharmaceutical Congress* — Sunday, September 13 - Wednesday, September 16.

*First European Congress of the Veterinary Pharmacy Dispensary* —

Tuesday, September 15 - Wednesday, September 16.

*The Fifth Day of the National Council of the Order of Pharmacists* — Thursday, September 17.

### **October**

**MEUROPAM INTERNATIONAL** — The European Furniture and Furnishings Fair. Friday, October 2 - Monday, October 5

*Puzzle* — Friday, October 2 - Monday, October 5

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# LYON

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## LYON PROFILE

### GEOGRAPHY:

Lyon -- capital of the French province of Rhône -- is part of a greater region known as Rhône-Alpes with a population of over 5 million inhabitants.

Located at the convergence of the Rhône and Saône rivers, Lyon serves as a link between northern and southern Europe. Two hours southeast of Paris by high speed train, Lyon is nearly equidistant between Spain and Germany and is adjacent to Switzerland and Italy, making it ideally located for EC production, marketing, and distribution. A trading center since Roman times, its rich infrastructure makes it a prime location for industrial development. Satolas International Airport, the second largest in France, is only 12 miles from city center. The international airport of Geneva is a 90-minute drive from Lyon. The TGV -- the world's fastest train -- runs between Paris and Lyon 28 times a day and brings France's two most important cities within 2 hours of each other. 400 trains pass through Lyon daily.

### POPULATION:

Greater Lyon has 1.8 million residents. The regional market -- the Rhône-Alpes region -- comprises 5 million. Lyon has the second largest pool of highly qualified and skilled workers in France. In addition to qualified personnel, a host of experienced suppliers, subcontractors, and consultants are all available in the area. Thirty-eight million consumers live and work within a 300-mile radius. 180 million consumers' needs can be met within a one day truck delivery.

-- more --

ADERLY (Association for the Industrial Development of Lyon, France)

230 Park Avenue Suite 630 New York, NY 10169 (212) 697-5156 Fax (212) 557-4770  
20 Rue de la Bourse 69289 Lyon Cedex, France 72-40-58-58 Telex 310828 CECOMEX Fax 78-37-53-46 78-37-94-00

**INDUSTRIAL  
PRODUCTION:**

This is the Rhône-Alpes region. Lyon supports a great variety of industries, fed by a high concentration of institutions of higher education. The most important among them are:

Computer/High Tech  
Pharmaceutical/Medical Technology: 25% of French production  
Electricity: 40% of French production  
Nuclear Energy: 25% of French production  
Textiles: 100% of French silk production  
Chemicals/Photography

**SERVICE SECTOR:**

The service sector in Europe typically includes all phases of communications, transportation, insurance, and finance as well as consulting services, food distribution, restaurants, hotels. The Rhône-Alpes service sector currently employs over one million people -- a figure significant for its size and quality of skills represented.

**ECONOMY:**

Lyon is one of the most important strategic industrial business centers in Europe. It is a success story that is twenty centuries old.

Rhône-Alpes region accounts for 10% of France's exports; the second region after Ile-de-France.

Rhône-Alpes is a major exporter:

16% of products go to the Federal Republic of Germany  
15% to Italy  
6% to U.S.  
10% to Belgium & Luxembourg  
9% to U.K.  
6% to Switzerland  
5% to Spain  
4% to Netherlands  
3% to Japan  
2% to USSR  
26% to others

**TRANSPORTATION:**

AIR: Lyon-Satolas International Airport. There are 17 scheduled international airlines operating from Lyon-Satolas. Freight operations from Satolas have increased greatly over the past few years, and freight facilities are expanding to meet increased needs.

-- more --

**AIR FREIGHT:** 9.5% increase in 1991, transporting 18,640 tons; monthly traffic increased 32% from 1990 to 1991; in 1991, 15.1% of freight traffic was with North America (2814 tons) and 22.89% was with the rest of Europe (4266 tons), while 16.8% (3131 tons) was with other destinations.

**Shippers operating out of Satolas include:**

Burlington Air Express, Danzas, Emery Worldwide of cie, Jet Air Service, Khune & Nagel, Nippon Express as well as airlines such as Air France Cargo, American Airlines, British Airways, Iberia, Japan Airlines, JAT, KLM, LOT, Lufthansa, Swissair, TAT and UTA Fret.

**International Express Mail Services include:**

DHL Worldwide, Emery Worldwide, Federal Express and TNT.

**RAIL:** The Perrache Station and the Part-Dieu Station offer rail service from downtown Lyon to major European cities and the rest of France including TGV connections to Paris; TGV station at Satolas.

**MOTOR VEHICLES:** Lyon is surrounded by a developed motorway system that links all the major towns in the Rhône-Alpes region, Paris, and the Côte d'Azur; Lyon is also at a crossroads that links the French road network to Switzerland, Italy, Spain, and Northern Europe.

**EDUCATION:**

Lyon is a university city with a student population of approximately 55,000. The major universities are: Université Claude Bernard, Université Jean Moulin, and Institut Catholique de Lyon (private). There are several prestigious Grandes Ecoles: Ecole Normale Supérieure and Ecole Centrale de Lyon (Graduate Schools in Engineering and Mathematics with extensive research contracts with French companies), the Lyon Graduate Business School, which offers a European MBA, and the Centre National de la Recherche Scientifique (CNRS), a state-funded institution dedicated to basic scientific research and part founder of a new European chemical university in Lyon.

There are many high schools and technical schools in the area offering a variety of curricula and training.

A number of private bilingual (English/French) schools are found in Lyon. A new consolidated International School, including French, English, and Japanese sections, opened in September 1992.

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## **SOCIAL SECURITY:**

The social security system enables all employees who make the proper arrangements to be covered by the French Social Security System, regardless of nationality.

Coverage includes sickness, accidents, hospital treatment and dental care. Approximately 15% of a monthly salary is deducted for Social Security contributions, in addition to retirement plans and bonuses.

## **MEDIA AND COMMUNICATIONS:**

The local press includes daily newspapers, 12 press agencies, 5 press photo agencies, weekly publications, and free publications. Among these are: *Le Progres*, *Le Journal Quotidien Rhône-Alps*, *Lyon-Matin* (daily newspapers); Lyon editions of *Libération*, *Le Figaro*; *Lyon-Poche*, *Bref Rhône-Alps* (weekly publications); *Hebdo Lyon*, *Le 69* (free publications).

There are numerous commercial and public radio stations as well as television stations - 26 local radio stations and 2 local TV stations.

Lyon benefits from France Telecom's sophisticated communications network, with the highest level of digitalization in the world: 80%.

International door-to-door delivery companies are available: Federal Express, UPS, DHL, and Lyon-headquartered Jet Services fly mail and urgent parcels to destinations around the world. Other local and international companies provide full road and rail freight services to all points in France and Europe.

## **TOURISM:**

The Rhône-Alpes region is the second most frequented tourist area in France. Two million tourists and vacationers choose to come here each year.

Just one and one half hours from the city are the French Alps and the largest skiing areas in the world, among them: Val d'Isère, Mont Blanc, and Les Trois Vallées.

South and east of Lyon is the beautiful region known as Provence; along with the Rhône-Alpes area, it offers an abundance of châteaux, lakes, archaeological sites, inns, and medieval churches and villages.

A few hours' drive south of Lyon is the French Riviera, and the world famous sea-side resort towns of Saint-Tropez, Cannes, Antibes, Nice, and Monaco.

-- more --

**WINE COUNTRY:**

The Rhône-Alpes region offers numerous wines (and opportunities for visits to vineyards and vintners) including Beaujolais, Macon, Burgundy, and Côtes du Rhône.

**ACCOMMODATIONS:**

Lyon offers 3- and 4-star hotels, luxury spas, and international chain hotels as well as more modest accommodations.

**LIVING IN LYON:**

New residents have the option of living in the city, the suburbs, or the country. In any event, there are good public transportation services for commuters.

**MEDICAL FACILITIES:**

The city's 37 medical facilities, which include 11 state-funded hospitals, are linked with the excellent research institutions that make the city one of the most well-known medical centers in France. Lyon is also known for its pioneering work in the areas of microsurgery and microangioneurosurgery and the reattachment of severed limb segments.

A number of English-speaking physicians and dentists practice in the Lyon area.

A number of pharmacies are open 24 hours. In France, pharmacists are often consulted for minor emergencies.

**MUSEUMS:**

Lyon's many museums show impressive variety and reflect different aspects of Lyon's 3,000 years of history and culture.

Major museums are: the Gallo-Roman Museum, the Silk Museum (Musée des Canuts), the Museum of Fine Arts (second biggest in France after the Louvre), and the Museum of Contemporary Art. Others include: the National Photography Foundation, Institute Lumière (cinematography), plus museums of printing and banking, automobile, electricity, mario-nettes, and the Resistance.

## **PERFORMING ARTS:**

The performing arts play an important part of Lyon's cultural program.

The Center of the Performing Arts houses Lyon's magnificent orchestras, ballet, and opera companies. The Lyon National Orchestra is housed in the Maurice Ravel Auditorium. La Maison de la Danse is the only full-time dance theater in Europe and hosts the **Bien-nale de la Danse**, an international, biannual dance festival. The Lyon Opera House, first built in 1756 in downtown Lyon, then rebuilt between 1827 and 1831, is being completely renovated. The French National Popular Theater, the "Huitième" (Eighth), and the "Ateliers" (studios) are just three of over 30 local theater companies. A biannual Festival of French Music is held in alternate years with the Biennale de la Danse.

## **LEISURE ACTIVITIES:**

In Lyon there are numerous choices of entertainment.

Lyon is universally acknowledged as the gastronomic capital of France, and boasts a larger number of gourmet restaurants per person than Paris. For a night on the town there are casinos, discos of all kinds, major rock festivals, gala concerts, and jazz. The city has 132 movie theaters.

There are a number of parks around Lyon. The largest is the Tête d'Or park, a popular Lyonnais haven for recreation and relaxation, with a famous rose garden.

## **SPORTS:**

The Rhône-Alpes region is often described as the "playground of Europe"; practically every type of sporting facility is available.

The world's most famous ski resorts can be reached in just an hour and a half, including Chamonix, Megève, Val d'Isère and the Olympic facilities in Albertville.

Sports facilities in Lyon include indoor and outdoor swimming pools, skating rinks, dance clubs, aerobics, and gyms, with organized judo and body-building classes. Outside the city are cycling and windsurfing. Tennis courts, squash courts, horse races, and riding schools are all available.

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There are now 47 golf courses in the greater Lyon region: 13 nine-hole courses and 34 eighteen-hole courses.

**CHILD CARE:**

A number of babysitting services are available.

Convenient child-care services known as "crèches" are located throughout the city, as well as on the outskirts. The "crèches" are private or state-run institutions that take care of young children between the ages of 3-months- and 2-years-3-months-old.



# LYON

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## **U.S. Companies With Operations in the LYON/RHONE-ALPES REGION**

ALUMAX  
AMERICAN CYNAMID  
ANCHOR DARLING INC.  
ANDLINGER  
ARTHUR ANDERSEN  
ARTHUR YOUNG  
AVERY INTERNATIONAL  
A.S.C. (AUTO SUTURE CO.) / MERLIN MEDICAL  
BAKER HUGHES, INC.  
BAYER/ MILES  
BECTON DICKINSON  
BINKS CHICAGO  
BLACK & DECKER  
BORDEN CHEMICAL COMPANY  
BRANCHER  
BRANSON KBSA  
BURNDY  
B.A.T. (BRITISH AMERICAN TOBACCO)  
CATERPILLAR  
CINCINNATI MILACRON INC.  
COCA-COLA  
COLGATE  
CUMMINS  
DIGITAL EQUIPMENT CORPORATION  
DUN AND BRADSTREET  
EATON  
EMERSON  
ENGELHARD CORPORATION  
ERICO  
ESCO  
FM SYSTEM  
FORD MOTOR COMPANY  
GILLETTE COMPANY  
GREAT AMERICAN MANAGEMENT INVESTMENT  
GULF & WESTERN  
G.T.E.(GENERAL TELEPHONE ELECTRONIC) /  
VALERON

-- more --



HASBRO-BRADLEY  
HEALTHCO  
HEWLETT-PACKARD  
HEXCEL  
HOBART  
HONEYWELL  
H.I. MANAGEMENT/ HOLIDAY INN CROWNE PLAZA  
IBM  
INTERNATIONAL PAPER  
ITT  
I.T.W. (ILLINOIS TOOL WORKS)  
JOHNSON WORLDWIDE ASSOCIATES  
JOHNSON & JOHNSON  
KODAK  
LITTON  
LPL TECHNOLOGIES (ALLIED SIGNAL)  
MAC DONALD'S  
MAC FIELD  
MANPOWER INC.  
MANVILLE  
MARRIOTT CORPORATION  
MERRELL  
MILLIKEN AND COMPANY  
MONSANTO  
MOTOROLA  
NABISCO BRANDS  
N.C.R.  
PARKER  
PLAYTEX ESMARK  
PRICE WATERHOUSE  
PRIME COMPUTER INC.  
PRODAIR AIR PRODUCTS  
QUAKER OATS  
ROCKWELL  
SARA LEE CORPORATION  
SCHLUMBERGER  
STANDER INT'C CORPORATION  
STEPAN CHIMICAL CIE.  
SUNDSTRAND SULLAIR  
TECUMSEH  
TLC BEATRICE FOODS  
TOUCH ROSS INTERNATIONAL  
TRW INC.  
UNION CARBIDE CORPORATION  
UNISYS  
U.T.C./ ASCINTER OTIS  
VALMONT  
WALKER HAGOU  
WANG LABORATORIES  
WESTINGHOUSE  
WHEELBRATOR-FRYE CORPORATION

[List compiled by Crédit Lyonnais' Lyon Headquarters 7/1/92]

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Several other American companies are located in Lyon's New Town, an industrial-technology-business park, **l'Isle d'Abeau**, according to the New Town's development agency **EPIDA**. As of 9/1/92, these include:

AEROQUIP  
AIR PRODUCTS  
ANCRA INTERNATIONAL  
FEDERAL EXPRESS  
HEWLETT-PACKARD  
MONSANTO FRANCE  
SIGMA CHIMIE  
SPECTRA PHYSICS FRANCE  
TRANSPACIFIC TECHNOLOGY SA  
TYLAN GENERAL  
WHIRPOOL FRANCE

as well as:

FUJI

In another commune, La Verpillière, additional companies include:

DECOMATIC  
DUCERF TRANSPORTS  
PLASTIC OMNIUM

as well as:

ROESCH



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## **SATOLAS: CONNECTION TO THE WORLD** *rapidly becoming the airport of the future*

At a time when most international airports are unable to grow with the needs of increased transportation, Lyon's Satolas airport is ideally positioned on the European continent, and surrounded by approximately 12 square miles of land available for airport expansion.

Situated in the heart of the Rhône-Alpes region, Lyon-Satolas International Airport is located just 12 miles from downtown Lyon and 10 minutes from the industrial areas of L'Isle d'Abeau and Plaine de l'Ain. The airport provides flights to 38 domestic 53 international destinations.

Between 1990 and 1992 the Lyon Chamber of Commerce and the Rhône-Alpes region invested \$360 million in Satolas to upgrade it for the 1992 Albertville Olympics (for which Lyon-Satolas was the official airport) and for Lyon's expanding role as a European business center:

- > increased capacity -- the airport has doubled (from 4 million to 8 million) the volume of passenger traffic it can accommodate (additionally, plans are underway for a third runway).
- > a TGV (high speed train) terminal at the airport, making Lyon-Satolas one of Europe's few multi-modal airports and creating a direct two-hour link with central Paris (there are also convenient rail links with downtown Lyon).
- > the development of additional roads and highways that gives Satolas exceptional highway transportation links with the rest of Europe.

The expansion plans are taking place to accommodate the installation of new companies and increased business (among them Air Canada, Swissair, and Air Exel). With increased congestion in other European airports, Satolas is a solution for both the business traveler and the freight industry. The freight area is already being expanded; Air France (third in worldwide freight transport) is planning to add routes from Satolas.

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**FYI:**

- > More than 50 freight professionals (including companies, agents, exporters, and administrators) have created "Info-Fret," an association for the promotion and development of freight air-transport at Lyon-Satolas.
- > AIR FREIGHT: 9.5% increase in 1991, transporting 18,640 tons; monthly traffic increased 32% from 1990 to 1991; in 1991, 15.1% of freight traffic was with North America (2814 tons) and 22.89% was with the rest of Europe (4266 tons), while 16.8% (3131 tons) was with other destinations.
- > **Shippers operating out of Satolas include:**  
Burlington Air Express, Danzas, Emery Worldwide, Jet Air Service, Khune & Nagel, Nippon Express as well as airlines such as Air France Cargo, American Airlines, British Airways, Iberia, Japan Airlines, JAT, KLM, LOT, Lufthansa, Swissair, TAT and UTA Fret.
- > **International Express Mail Services include:**  
DHL Worldwide, Emery Worldwide, Federal Express and TNT.
- > Lyon-Satolas International Airport is a hub for 71 routes, 41 to international destinations.
- > 42 airlines operate from Satolas and there are 41 freight dispatchers and forwarders present on-site.
- > Satolas was the official airport of the 1992 Winter Olympics.
- > **Scheduled Airlines Operating from Lyon-Satolas:**

**INTERNATIONAL**

- o Air Afrique
- o Air Algerie
- o Air Canada
- o Air Malta
- o Alitalia
- o British Airways
- o Iberia
- o KLM
- o Lot
- o Lufthansa
- o NFD
- o Royal Air Maroc
- o Sabena
- o Swissair
- o TAP
- o Tunis Air
- o Turkish Airlines

**DOMESTIC**

- o Air France
- o Air Inter
- o Air Littoral
- o Brit'Air
- o Flandre Air
- o Kyrnair
- o Regional Airlines
- o TAT



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## LYON LIFESTYLE

### HOTELS

There are a total of 190 hotels in the Lyon region. The Sofitel and the Holiday Inn Crowne Plaza are among the favoured by business travelers. ( 74% of the visitors to these hotels are business travelers, 11% conference and show attenders, 13% tourists, 2% other.)

*Vieux Lyon*, the restored Renaissance district, is home to two extraordinary hotels, La Cour des Loges and La Maison de la Tour. Originally a 15th-century residence of one of the Dukes of Burgundy, La Cour des Loges was converted into a Jesuit College and then into private apartments before becoming a hotel. It is now an eclectic structure combining ingenious restoration and contemporary decor. Among its features are a swimming pool and a sauna on the roof, and a trendy, sophisticated tapas bar off the lobby. The hotel is composed of four Renaissance buildings connected by covered passageways. The bar is located in a 14th century *jeu de paume* (enclosed tennis court) that was uncovered during recent renovations, the site where Molière presented his first plays. Each of the hotel's guest rooms is decorated in a unique motif inspired by the city's history -- among them Louis XIII, Empire, Art Deco, and contemporary -- and each displays designs of Lyon's finest silkmakers.

### RESTAURANTS/BISTROS

Lyon is the gastronomic capital of France, if not the world; indeed, there is a higher proportion of great restaurants per person here than in Paris. Many good meals can be found on the Rue Mercière, a pedestrian street lined with restaurants and bars that include some of Lyon's favorite establishments. Among the

-- more --

most popular are Les Enfants Terribles (best known for its fish), Le Bistrot de Lyon, Le Bar du Bistrot (the crowd is the main attraction here), the Sunset Cafe (an amusing wink at the fifties), and Le Bouchon aux Vins (perfect for a salad and glass of wine). Many of the above are partially owned by Jean-Paul Lacombe, a local restaurateur who also owns Léon de Lyon, an elegant restaurant near the stock exchange where he is head chef.

Among the favorite eateries are Paul Bocuse's restaurant (four miles north of the city at Colonges-au-Mont-d'Or), Alain Chapel's, Roger Roucou, Larivoire, Pierre Orsi's (in the center of town -- a former pupil of Bocuse), La Tour Rose

## SPORTS & LEISURE

Lyon has been referred to as the "playground" of Europe, as it offers every type of sport facility imaginable.

Among the Lyon region sports facilities:

- \* 1 bowling stadium and 485 bowling greens
- \* 1 cycle racing stadium
- \* 1 go-cart track
- \* 1 indoor climbing center (unique in France)
- \* 2 shooting galleries
- \* 2 horse-race courses
- \* 3 roller-skating rinks
- \* 5 flying clubs
- \* 23 horse and pony clubs
- \* 39 firearms clubs
- \* 47 golf courses
- \* 81 table tennis clubs
- \* 210 tennis clubs
- \* 228 gymnasiums

There are four major multisport centers: the Gerland Sports Palace, the Charial sports grounds, the Tronchet sports grounds, and the Deux-Amants sports grounds. These facilities include sports halls, gym halls, dance halls, weight-training and bodybuilding centers, and swimming pools.

Stadiums and Sports Grounds:

- \* 43 stadiums, 32 soccer fields, 32 basketball courts, 31 volleyball courts, 874 tennis courts, 28 handball courts.

Swimming pools:

- \* 66 pools in the region (29 indoor, 37 outdoor)
- 30 swimming clubs
- \* 12 in the city of Lyon (29 indoor, 37 outdoor)

Water Sports facilities:

The Saône and the Rhône rivers are ideal for a wide range of water sports:

- \* 12 kayak clubs
- \* 9 rowing clubs
- \* 19 sailing and windsurfing clubs

Open-Air Sports and Leisure Centers:

Miribel-Jonage contains an 850-acre lake, a marina for sailing, windsurfing, canoeing, rowing, kayaking, water polo, and pleasure boating, 3 riding schools, 5 tennis courts, a climbing school, an archery school, an orienteering school, a meteorological training school, golf lessons, table tennis facilities, and equipment for bodybuilding and fencing.

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Thoissey, some 30 miles to the North of Lyon on the banks of the Saône, also offers a vast range of activities including windsurfing, sailing, dinghy and kayak rentals, horse riding, cross country biking, ultralight plane facilities, trips and training in light aircraft, water skiing, and lessons in tennis, kayaking, and the martial arts.

#### Winter Sports:

Just one and one half hours from the city are the largest skiing areas in the world, recently, the site of the 1992 Winter Olympics:

- \* Haute Tarentaise
- \* The Mont Blanc. A single pass enables skiing in Chamonix, Combloux, Les Contamines-Montjoie, Les Houches, and Megève
- \* The Trois Vallées
- \* The Grande Galaxie
- \* Val d'Isère





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## LYON: CROSSROADS OF EUROPE

Located on the Rhône river, Lyon's 20 centuries of trade make it a natural hub for economic development. Not only is the city conveniently accessible to Geneva, Milan, and Barcelona, but it is at the center of Europe -- allowing for easy access and distribution possibilities in all directions.

**By air:** Lyon-Satolas International Airport provides direct flights to most major European cities. From Satolas you can reach 53 destinations outside France, including New York, Montreal, and Toronto, and 38 domestic cities. Additionally, Geneva International Airport is 90 minutes away by car.

Corporate and commuter planes have their separate airport, Lyon-Bron.

**By train:** The major railroad stations of Lyon-Perrache and the ultramodern Lyon Part-Dieu are the centerpoints of European rail links. 400 trains pass through Lyon daily. The TGV -- the world's fastest train -- runs between Paris and Lyon, making 14 round-trips daily and bringing France's two most important cities within two hours of each other. The TGV will soon connect Satolas International Airport with Paris and Lyon.

**By sea:** Lyon is 150 miles from the sea, linked to the Mediterranean by the majestic Rhône river, and is France's fourth largest port complex. From Lyon's Eduard Herriot and Rambaud Port Facilities, convoys of up to 5000 tons navigate freely. (Lyon is France's 4th biggest port!)

**By road:** Lyon is situated between Paris and Marseilles on the Autoroute National 6. Highways from northern Europe, Paris, the Alps, and Southern France, Spain, Switzerland, and Italy all converge in Lyon. Geneva is only 90 miles away, Zurich 270, Turin 194, Milan 280, Barcelona 400, Stuttgart 390, and Dusseldorf 480 miles.

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## **AROUND LYON**

More than 1,000 buses and trolleybuses, and metros (subways) cover the 550 miles that make up the local network of Lyon. Riders have the option of buying one ticket, a book of six, or season tickets. The ticket is valid for one hour and allows the rider to travel on four different bus or metro routes. Most routes operate between 5 a.m. and midnight (7 a.m. to midnight on Sundays).

Express buses run between Lyon and the Satolas International Airport every 20 minutes from 6 am to 11 pm.



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## MUSEUMS AND PERFORMING ARTS IN LYON

### MUSEUMS:

Lyon's museums show an impressive variety and reflect the different aspects of Lyon's history and culture. Some of the museums open to the public are:

The National Museum of Gallo-Roman Civilization  
(contains Roman and Celtic antiquities)

Musée de Gadagne  
(includes a puppet museum, history museum, a trade-guild museum)

The Museum of Printing and Banking

Musée des Tissus  
(The historical museum of fabrics)

Musée des Arts Decoratifs  
(collection of furniture and other decorative objects)

Musée des Canuts  
(Silk-workers museum)

Musée des Beaux Arts  
(different collections of sculpture, painting, Asian art)

Musée de l'Automobile  
(200 cars are now on display, 100 dating back to before 1914; 20 of those are unique)

There are many other museums and numerous art galleries.

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## PERFORMING ARTS:

The performing arts play an important part in the cultural life of Lyon. Popular with audiences are:

La Maison de la Danse, home of the only full-time dance theater in Europe. Hosts the *Biennale de la Danse*, a bi-annual festival that attracts more than 40,000 people every other year. In 1992, the event takes place September 12 through October 4; the theme is "Passion of Spain," *Pasión de España*.

The biannual French Music Festival in alternate years with the *Biennale de la Danse*.

Lyon Modern Ballet Company

The French National Popular Theater, the "Huitième" ("Eighth"), and the "Ateliers" ("Studios") theaters attract audiences from all over France.

Additionally, there are more than 30 smaller theater companies in the area.

The Center of the Performing Arts, which houses Lyon's magnificent orchestras, ballet, and opera companies.

The Lyon National Orchestra, housed in the Maurice Ravel Auditorium.

The Lyon Opera House, first built in 1756 in downtown Lyon, then rebuilt between 1827 and 1831, now under complete renovation.



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## HISTORICAL NOTES

Lyon has always been a technologically progressive city. Today, it is a leader in industry, science, technology, medicine, fashion, and art; home to national and international corporations such as Hewlett-Packard, Interpol, Black and Decker, S.K.F., Gillette, I.B.M., Caterpillar, Philips, Rhône-Poulenc, Renault Vehicules Industriels, Institut Merieux, and Boiron Laboratories. It is, of course, also the capital of French cuisine and is the historical home of many technological inventions and innovations.

Just two hours from Paris by TGV -- and a short distance from Geneva, Milan, and Barcelona -- it is at the center of Europe, with easy access to the north, south, west, and east. The nearby Satolas International Airport accommodates passenger and freight business worldwide, and as volume increases, so do the routes and services. The port of Lyon --located on the Rhône river -- has direct access to the Mediterranean. It is a city that has always welcomed progress and accommodated new industries and foreign investment.

Lyon has historically been a hub of trade, industry, export, commerce, travel, progress, and innovation. In the 19th century, technical innovation and a fertile business atmosphere combined to thrust Lyon to the forefront of the industrial revolution, based largely on the manufacture and trade of silk goods. With the invention of the Jacquard loom in Lyon in 1804--which eliminated the process of manual threading--silk production increased dramatically. Jacquard looms soon proliferated, especially in the suburbs of the Croix Rousse where many domestic enterprises contributed to the workforce. By 1831, 50,000 Lyonnais were employed in the silk industry. The high quality of the raw materials and craftsmanship allowed mainly for production of luxury goods, the four most common products being silk cloth, silk stockings, woven braid, and hats.

In addition to the silk trade, the Lyonnais mining and chemicals industries originated in the 19th century, further promoting industrialization and development efforts. France's first public railway with steam traction was built in 1832 between Lyon and St. Etienne to transport goods and equipment.

Common lore contends that experimentation with dyes led several Lyonnais on the path from textile production to pharmaceuticals. In fact, Rhône-Poulenc, which began as a manufacturer of dyes, is today recognized as a leader in chemicals and pharmaceuticals. The sons of wealthy businessmen were frequently engineers by training who helped their fathers modernize family businesses. The Renard family, producer of muslin, also manufactured sulfuric acid, which they used for the treatment and development

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of new materials. Other Lyonnais also made important contributions to the history of science and technology. These include the Lumieres, a father and two sons credited with the invention of motion pictures, and the Amperes (hence the term Amps), one of the developers of electricity.

Throughout the industrial revolution, Lyon was molded by a new and vital workforce, shaping the character of the city and of the modern labor movement. Organized "Canuts," the male weavers, demonstrated early for workers' rights. Lyon was then, and still is, a working city.

The events of the Industrial Revolution certainly had an effect on Lyon as we know it today, but its history dates back 3,000 years to when the Celts settled in the area. At that time the city was called Lugdunum -- from the Celtic dialect -- "lugos" meaning raven, and "duno" meaning a prominent place. So, Lyon has been recognized as an important city for over three millennia.

During the Renaissance, Lyon flourished; already a center for trade and commerce, the city became the center of banking, printing, and the silk trade in France. Charles VII virtually sealed the city's economic future by authorizing its first trade fairs in 1420. Merchants flocked from all over Europe. Bankers arrived from Italy in the late 15th century, and the first stock exchange in France was founded shortly thereafter in 1506, establishing Lyon as a true financial center.

Lyon was always a renowned intellectual center. German printers had opened printing shops, attracting scholars and artists. Among them was Rabelais, who practiced medicine in Lyon and published his *Gargantua and Pantagruel* on the occasion of trade fairs in 1532 and 1534.

Lyon today maintains its position as a hub of commerce, industry, technology, research & development, a crossroads of Europe, and a never-ending source of innovation and progress.



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## ATTRACTIONS

### Le Parc de la Tête d'Or

This showcase park located in the city of Lyon includes a lake, an ornamental garden, centennial trees, and a zoo. The rose garden, designed in 1945, is said to be the most beautiful such garden in the world, with 100,000 plants representing hundreds of different varieties of roses -- all within 15 acres.

### "Le vieux Lyon"

Often referred to as a "living museum," Old Lyon has the largest concentration of Renaissance architecture in France and is very charming and picturesque. This area was an active hub of the city in the 15-17th centuries and is now where much of the nightlife is found, as well as hotels and renovated private homes. The area is made up of three districts: Saint-Jean, Saint-Georges, and Saint-Paul.

### The Cathedral Saint-Jean

Construction began in 1180 and was finished 300 years later. The Cathedral thus shows a collection of architectural styles. The astronomical clock is a popular attraction.

### The "traboules"

The "corridors" are a fascinating Lyonnais phenomenon. These passageways allow one to proceed from one road to another, crossing several buildings by way of corridors and courtyards.

### Other Points of Interest

The Lyon Stock Exchange -- founded in the 15th century -- was built between 1746 and 1749.

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The Palais Laurencin at 24, rue Saint-Jean. This is one of the oldest houses in the neighborhood and forms part of a "traboule." Constructed at the end of the 15th century, it was owned by the powerful Laurencian family.

The "Tour Rose" (pink tower) is a legendary cylinder-shaped tower, recently restored, enclosing a stairway brightened by small round windows. Originally, in the 16th century it was not pink at all, but first acquired this tender hue when it was used as part of the set for a sequence shot in the film The Three Musketeers.

## **OUTSIDE LYON**

### **Wine country**

The surrounding wine country offers beautiful scenery and a chance to taste different varieties of wine: among the area wines are Beaujolais, Macon, Burgundy and Côtes du Rhône.

### **Perouges**

Perouges is a quaint restored medieval village built on the peak of a hill overlooking the Valbonne Plain and the Rhône Valley. Rescued from ruin earlier this century, Perouges is now a tourist haven of fine cuisine, craftsmanship, and antique dealers.

### **Nature Parks**

Several parks in the Lyon area provide a respite from urban living:

Parc Naturel du Pilat  
Offices: Moulin de Virieu  
2. rue Benay, 42410 Pelussin - Tel (74) 59 65 24

Parc Naturel du Vercors  
Maison du Parc  
Chemin des Fusilles. Lans-en-Vercors  
38250 Villard-de-Lans - Tel. (76) 95 40 33

Parc Régional de Courzieu  
Information: Tel. (74) 70 96 10



If you prefer to see animals, here is a list of such parks:

Saint-Martin-la-Plaine  
Information: Tel. (77) 75 18 68

Ornithological Park  
01330 Villars-les-Dombes - Tel. (74) 98 05 54

Parc de Peaugres  
A wonderful drive-through a safari park where animals roam freely. "Safari Parc du Haut Vivarais" is also in Peaugres.  
Information - Tel: (75) 33 00 32

### **Castles**

- A fortified farm called "Les Allinges."
- Château de Vaugelas near the Lake Servenoble.
- A castle near Les Roches in Villefontaine.
- A grange, a windmill, and a chapel in St. Bonnet.
- Château de Montbaly in the woods just outside Vaulx-Milieu.

## **Inhaled corticosteroids may help COPD patients in the long run**

Clinicians treating patients with chronic obstructive pulmonary disease (COPD) today must work in the absence of answers to several important questions. For example, while anticholinergics generally work better than beta-sympathomimetics in alleviating the symptoms of COPD, it is difficult to predict from routine reversibility testing which class of bronchodilator is best for any one patient. And then there is the issue of inhaled corticosteroids. Although these drugs have proved very effective in asthma, for both treating symptoms and improving lung function, their usefulness in COPD has been unclear. Should inhaled corticosteroids be given? If so, in what dose, and for how long?

Before addressing these questions, it is necessary to consider the goals of therapy in COPD (Table), said Dr. Dirkje Postma, Groningen, The Netherlands. Speaking at the European Respiratory Society meeting in Vienna, Dr. Postma remarked that the clinician's first priority is to relieve symptoms. Unfortunately, however, patients are not adept at perceiving symptoms, especially if they smoke. This can be a problem, because it is symptoms that bring the patient to the doctor for treatment. Moreover, patients become worse at recognizing symptoms as they age. Symptoms of airway obstruction that lead a 40-year-old smoker to visit the clinic may be ignored by a 60-year-old.

Another important goal is to reduce the frequency and duration of acute exacerbations. This has the immediate effect of reducing symptoms and the overall effect of improving quality of life, as it may help avoid hospitalization, absence from work, and the need for additional medication. The clinician also hopes to stop or reverse the decline in lung function and improve lung function over the long term. Whether this can be done with drug therapy has not yet been definitively determined.

For example, van Schayck's study, which included both asthma and COPD patients, showed that those taking bronchodilators on demand for symptom relief had a smaller decrease in lung function over time than those who took the drugs regularly, four times a day.<sup>1</sup> However, Dr. Postma pointed out, the patients in the on-demand group in this study actually took their bronchodilator an average of 0.6 times a day, while in the usual clinical situation, COPD patients often take five or six doses a day. Thus, van Schayck's results are difficult to apply to all patients with COPD.

A better way to control the decline in lung function may be through inhaled corticosteroids, Dr. Postma believes. And the primary question is not whether inhaled corticosteroids should be given, or even which drug should be given, but how long such treatment should be continued, she said.

In fact, several studies suggest that inhaled corticosteroids may be beneficial if given long-term. Even 4 to 12 weeks of such treatment may be ineffective, commented Dr. Postma. The reason could be that COPD is a chronic disease, and longer treatment periods are required to effect any change in lung function, or that there is no acute inflammation in COPD to respond to short-term therapy.

To gain a better understanding of the effects of long-term inhaled corticosteroid therapy in COPD, Dompeling and colleagues administered beclomethasone dipropionate in daily doses ranging from 800  $\mu$ g to 1,800  $\mu$ g and followed patients for up to two and one-half years.<sup>2</sup> After two years, they noted improvement in the FEV<sub>1</sub> before bronchodilator administration, but they did not see any improvement in airway hyperresponsiveness.

In another study, Renkema and colleagues gave 1,600  $\mu$ g of budesonide alone, 1,600  $\mu$ g of budesonide plus 5 mg of prednisolone, or placebo to 20 patients each for two years (Postma D., personal communication). There was a significant difference in lung function decline between the two budesonide groups and the

placebo group, which experienced a median decline in  $FEV_1$  of 30 ml/year and 60 ml/year, respectively. There was also a slight reduction in the rate and duration of exacerbations in both corticosteroid groups. The placebo group had fewer complaints before the study, but their complaints increased as the study progressed, while those of the treatment groups declined.

Meanwhile, in a multicenter Dutch study of long-term treatment (2.5 years), a subgroup of 33 current or former smokers without asthma were evaluated over 21 months of follow-up.<sup>3</sup> In addition to a beta-agonist (terbutaline, 2,000  $\mu$ g/day), 19 patients received an inhaled corticosteroid (beclomethasone, 800  $\mu$ g/day), while a total of 14 received either an anticholinergic (ipratropium bromide, 160  $\mu$ g/day), or a placebo inhaler.

Of the 33 patients, 61 % were atopic. Before treatment, the mean  $FEV_1$  was 62 % of predicted; all patients were hyperresponsive to histamine, although they had no signs of asthma; and mean bronchodilator reversibility was estimated to be very low (6 %).

After 21 months,  $FEV_1$  in the placebo group declined, then stabilized. It improved significantly, by 180 ml, in those patients who had received the beta-agonist plus the inhaled corticosteroid. Patients who received this combination had fewer exacerbations than those given the beta-agonist and the anticholinergic, and these patients in turn had fewer exacerbations than those who received the beta-agonist and placebo. Further, hyperresponsiveness improved only after six months of therapy, with a further beneficial course over the next year, a finding that may be clinically very important, Dr. Postma emphasized.

These results suggest that long-term intervention might be necessary in COPD, commented Dr. Postma. Before drawing conclusions, however, clinicians may

want to wait for the results of the U.S. National Institutes of Health Lung Health Study, which is looking at the effects of long-term therapy with inhaled ipratropium bromide, and the European Respiratory Society Euroscop trial, which is examining the results of long-term inhaled corticosteroid treatment.

### References

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**Table: Goals of therapy in COPD**

- ◆ Relieve symptoms
- ◆ Improve lung function
- ◆ Reduce hyperresponsiveness
- ◆ Reduce frequency and duration of exacerbations
- ◆ Stop or reverse decline in lung function over the long term
- ◆ Improve quality of life

## **Long-term ipratropium bromide therapy shows benefit in COPD**

Studies conducted over the past several years suggest that ipratropium bromide may be a better bronchodilator than a  $\beta_2$ -agonist in COPD patients. However, the long-term effects of anticholinergic therapy are only now being studied. And one new multicenter trial shows that long-term therapy with inhaled ipratropium can improve dyspnea and cough and lower the duration of acute exacerbations.

Thirteen centers in France participated in a double-blind, randomized, placebo-controlled trial of long-term ipratropium therapy, said Prof. G. J. Huchon, Boulogne, who reported the findings at the European Respiratory Society meeting in Vienna. The 102 patients studied ranged in age from 45 to 75 years. All were smokers or ex-smokers with a history of more than 20 pack-years and a diagnosis of stable chronic bronchitis. Pulmonary function criteria included an  $FEV_1 < 60\%$ , total lung capacity  $> 80\%$  of predicted, and a  $PaO_2 > 60$  mmHg. On a dyspnea scale ranging from 1 to 8, no patient had a score greater than 5. Patients did not have asthma, nor had they received long-term oxygen therapy.

There were no differences between the ipratropium and placebo groups with regard to age, sex, social status, income, insurance, number of pack years, theophylline intake, or  $FEV_1$ . In addition, reversibility to 800  $\mu$ g of fenoterol and 80  $\mu$ g of ipratropium was similar in the two treatment groups. This had been determined by administering both drugs within 48 hours of entry into the study. Investigators defined response to the bronchodilators as an increase in  $FEV_1$  of more than 15% from baseline 15 minutes after inhaling fenoterol and 60 minutes after inhaling ipratropium. Forty percent of patients responded to neither drug, 27% to both.

To assess the long-term effects of ipratropium, 2 puffs (40  $\mu$ g) three times a day for a total of 120  $\mu$ g/day were delivered by metered-dose inhaler with a holding chamber. Concomitant therapy with theophylline was allowed, but only if the dose remained constant. Other allowable treatments included physiotherapy and vaccinations against influenza. Neither beta-agonists nor antibiotics were given during the trial period. Patients were evaluated at baseline and at 3, 6, 9, and 12 months.

Investigators found a significant difference in dropout rates between the ipratropium and placebo groups: 6% and 32.7%, respectively, at three months, and 26% and 50%, respectively, at six months. Those who dropped out of the study had higher initial dyspnea scores. Moreover, those who had failed to respond to both drugs on the pre-trial test were more likely to drop out or become lost to follow-up.

In the treatment group, FEV<sub>1</sub> and forced vital capacity were higher among those who initially responded to ipratropium than those who did not. While there was no significant difference in the number of acute exacerbations in the placebo and treatment groups, in the first 6 months, the duration of acute exacerbations was significantly lower in the ipratropium group. At 3 and 6 months, the dyspnea score was also significantly lower in the treatment group. Using a visual analog scale, researchers also determined that over time, cough was significantly improved after 3 and 12 months of ipratropium therapy.

On the basis of these findings, Prof. Huchon and his colleagues concluded that long-term ipratropium therapy may be very beneficial in COPD patients, and that the benefit is greater for those who respond acutely to ipratropium. However, Prof. Huchon reminded physicians that whether a patient responds acutely to beta<sub>2</sub>-agonists does not determine whether he or she will respond to long-term ipratropium therapy.



### **Ipratropium bromide in COPD: Findings of a long-term, multicenter trial**

- Long-term therapy with ipratropium bromide may be very beneficial in COPD.
- While the benefit may be greater in patients who respond acutely to ipratropium, a positive or negative acute response to a  $\beta_2$ -agonist does not predict long-term response to the anticholinergic bronchodilator.

# Sustainable Development In Action

*Balancing profitability and environmental protection.*

**"Simply put, without linking economic growth to efficient use of the world's resources, the quality of life for the next generations will be jeopardized."**



**By GERHARD SCHULMEYER**

**M**ONTHS AFTER THE JUNE UNITED Nations (UN) Conference on Environment and Development, or "Earth Summit," government and business leaders continue to grapple with the foremost issue of the conference—sustainable development.

It is easy to endorse an ideal that aims to combine policies to generate economic growth with practices that protect the environment. Yet, as long as responsible citizens have been addressing this concern they have been struggling to find an appropriate response.

It has not been easy. The needs of future populations—estimated to double in the next 40 years—must shape our thinking. Simply put, without linking economic growth to efficient use of the world's resources, the quality of life for the next generations will be jeopardized.

Asea Brown Boveri (ABB) worldwide has been involved in the challenging effort to define an action plan for sustainable development. Through our participation, along with 50 other major companies, in the Business Council for Sustainable Development—an initiative spearheaded by Swiss industrialist Stephen Schmidheiny at the request of the UN—we are working to develop a responsible business context in which strategies for sustainable development can be developed.

The challenge we face is not just to comply with environmental mandates but to anticipate market needs driven by environmental concerns. Given the current political and regulatory situation in the U. S., businesses in this country have taken the lead to develop innovative, practical, profitable solutions that reach for the goal of sustainable development in their daily working reality.

ABB has had experience with two very different industries that have demonstrated that there are pragmatic, innovative ways to achieve the desirable convergence between profitability and environmental protection. The common element for each has been a skillful use of process automation and control.

In one example, King Finishing, a textile-finishing plant in Georgia and a division of Spartan Mills, worked with ABB to develop a

process-automation system to improve the efficiency of its fabric-finishing process to meet customer's needs for an increasingly diverse range of products.

The system allowed the plant to combine over a thousand different inputs into approximately 600 recipes for various customer specifications. In addition to helping meet customer demands for improved product quality, the new process-automation system produced significant nonproduct benefits in energy and chemical savings for the plant. Process automation enabled King Finishing to take excess chemicals from the preparation process and reuse them. This, in conjunction with control of chemical concentrations, resulted in a large reduction of caustic-soda usage and ultimately the amount of waste water produced.

Similarly, the Marlboro pulp and paper mill, a unit of Willamette Industries Inc. in South Carolina, worked with ABB to design a distributed control system to handle the entire production process and control the air emissions and effluent systems at the mill. Not only does the system monitor the activity, it can also measure river flow and calculate the limit of effluent released into the river based on a predetermined value.

These companies have demonstrated that improvements in productivity and the environment are not mutually exclusive. At both King Finishing and Marlboro, management's commitment to environmental protection and energy efficiency is also evidenced by investments in air, water-waste-treatment, and energy systems.

Indeed, what these two companies have demonstrated is a practical response to the global issues heard at the Earth Summit. Cost-effective technology that can reduce pollutants, conserve natural resources, and improve productivity is available.

As public and private leaders explore what constitutes achievable elements of sustainable development, it must be the responsibility of business to share with both government and industry those successful experiences.

*Mr. Schulmeyer is President and CEO of Asea Brown Boveri Inc., Stamford, Conn.*